

ADRIENNE CORBOUD FUMAGALLI

From Intrapreneur to Entrepreneur. Launched Deception SA to help business leaders understanding human engagement, emotions and opinions by offering very comprehensive and accurate text analytics, currently alternative data for financial investment using the latest Artificial Intelligence techniques. Expertise in Digital Transformation powered by Artificial Intelligence.



- **Focus on ICT sector:** Telecom, Media, Mobile and Social Media: high-tech Industry and Technology in Digital Cybersecurity, Embedded SW, Big Data Analytics, Artificial Intelligence.
- **Broad business experience in growth and digital transformation:** Business Development (New Business Development, M&A, with a special interest and strength in Asset Deals). Innovation: startup growth and financing, B2B corporate technology innovation.
- **Boards mandates:** Independent Telecom Regulatory Body Vice-President, non-executive Board Director (life insurance) and Advisory Board (high-tech research)

PERSONAL INFORMATION

Born in Fribourg (Switzerland), December 10th, 1958

Married with Eugenio Fumagalli, art conservator, 2 adult children

Swiss and Italian citizenships

Languages: French (mother tongue), English (fluent), Italian (fluent), German (fluent)

EDUCATION

Doctor of Economics and Social Sciences (1991) University of Fribourg, Switzerland,

Thesis topic: Swiss media transformation (press and electronic media, 1960-1980s)

Swiss Diploma in Geography (1983) & training at the Institute of Journalism, Fribourg, Switzerland

BOARDS AND COMMITTEES (past and *ex officio*) - Current

Chairwoman Deception SA, Ecublens, since May 2017

Vice-President The Swiss Federal Communications Commission (ComCom), member since 2012

Non-Executive Director SwissLife (SLHN.VX), member of the Audit Committee, since 2014

Italian Institute of Technology, Genova – Roma, Italy, 2013-October 2016;
Since December 2016, member of the Strategy and Technology Committee.

2017 - 2018 Nouvelle Agence Économique et Financière SA (Agefi), Vice-Chair

2008 - 2015 Plumettaz SA. Independent non-executive board director for the transition between a family owned and a private equity funded business; played an active role in helping to set up a product portfolio strategy and supporting the chairman during the substitution of the CEO.

2011 President of the Jury of the French government program « Investissements d'avenir », Accelerating Technology Transfer Companies (SATT)

2010 Jury Member of the Rolex Awards for Enterprise

2008 - 2010 Member of the Selection Committee Technology Pioneers (WEF)

2009-2017 *As representative of EPFL: Centre Suisse d'Electronique et de Microtechnique SA (CSEM), member of the board committee supporting the new CEO in a transition phase.*

2012 – 2016 *Swiss Innovation Park Foundation "Switzerland Innovation", 2015-2016, co-founder of the initial association in 2012.*

2008 – 2017 *Chairwoman, Fondation pour l'innovation technologique (FIT).*

2008 – 2017 *Chairwoman, Fondation EPFL Innovation Park, Ecublens.*

2000-2008 *As representative of Kudelski SA: Nagra France Holding, Chair, Abilis Systems Sàrl, Managing Director, NagraID SA, Board member, Corporate Secretary, SmarDTV SA, member of the board of Livevire Inc., Lysis SA, Lysis UK Ltd., e-prica SA, Access Arena AG*

1997-1999 *As representative of Swisscom SA: MAC UK Ltd. UK, Chair, PayTV SA, member of the board*

PROFESSIONAL EXPERIENCE

May 2017 –

**Deeption SA, Co-Founder, CEO and Chair
Ecublens, Switzerland, <http://deeption.com/>**

- Deeption is the Spin-off of the EPFL Social Media Lab, former transdisciplinary research center at EPFL.
Deeption proprietary technology scans alternative data with unique reliability, eliminating spam and bots, while also identifying intent and emotional connections. This combination allows us to deliver safe, differentiated and refined data extracted from amidst the unstructured chaos, and to provide users with unique information, reliable knowledge and proprietary, future-oriented insights. Transformed and focused, this data empowers our clients vs. competition to better advise and prepare their clients for the future.

January –
May 2017

**Ecole polytechnique fédérale de Lausanne, EPFL, Switzerland
Managing Director, EPFL Social Media Lab, <http://socialmedialab.epfl.ch/>**

- Initiated by Adrienne Corboud in 2013, the EPFL Social Media Lab has been a research center combining and mobilizing various expertise and skills in order to address the increasingly complex issues and challenges associated with the Big Data and Social Media. The Social Media Lab fostered research projects and technology transfer between EPFL laboratories and companies and public institutions. The expertise and the results of the lab have been spun-off into Deeption.
- The EPFL Social Media Lab has developed “Horizon”, the world’s first platform to track and understand the public opinion from the web. The platform, powered by disruptive social media analytics solutions based on Artificial Intelligence, Machine Learning, Deep Learning and Graph Analysis, was critically acclaimed for the coverage of the COP21 conference event (<http://www.cop21horizon.com>).

Sept. 2008 – December 2016

**Ecole polytechnique fédérale de Lausanne, EPFL, Switzerland (www.epfl.ch)
Vice President, Innovation and Technology Transfer <http://vpiv.epfl.ch/>,**

- Developed the EPFL innovation Park from 7’000 m² to 50’000, creating 1’500 additional high skill positions, launching 150 startups - later raising > 1 Billion MCHF venture capital (90% of the total raised by EPFL startup since 1999), and getting in 26 large Swiss and International companies bringing additional 2 digit MCHF over the last 5 years in research collaboration for the labs of EPFL.
- Initiated or developed projects (Solar Impulse, Alinghi, Hydroptère, Rivages and Montreux Jazz Digital Archives: bringing innovative research results to make 5’000 hours of video archives available with development about indexation, storage, of a content recognized by UNESCO for its contribution to music history. All this projects that considerably raised the visibility of EPFL at the international level.
- Promoted transversal innovation to address societal challenges through the creation of 5 transdisciplinary centers resulting in cooperation contracts and affiliate membership.
- Doubling the number of the innovation and technology transfer team and securing almost half of the budget from non-public funding, signing yearly more than 100 contracts generating revenues with industrial partners between 25 and 30 MCHF.
- Increasing by 320% the revenues from IP licenses.

2000-2008

**Kudelski Group, Cheseaux, Switzerland (KUD.S) www.nagra.com
2004-2008 Executive Vice President in charge of Business Development,**

- Led market consolidation via M&A transactions (e.g. asset deal Canal + Technologies, 240M€),
- Acquired strategic clients (Premiere, Germany) or partners (Buena Vista, USA; JV with CITIC, Beijing, China, 2004),
- Initiated and managed the MobileTV (2005) activities with a world first launch based on DVB-H technology for 3 Italy for the Fifa Worldcup 2006.

2000-2003 Corporate Secretary, member of the executive board of the Group,

- Head of Corporate Development & Communication; Corporate governance of the subsidiaries.

- 1996-2000 **Swisscom, Berne, Switzerland, www.swisscom.ch (SCMN)**
1999-2000 Broadcasting Services: Business Steering Director
- Product management (P&L), including new positioning of broadcasting services
 - World-first live streaming of a sport event (Athletissima, 2000)
- 1997-1999 Data and Multimedia, Business Development and Planning manager**
- Participations management, Exit of the cable activities.
- 1996-1997 Radiocom Directorate (PTT Telecom), New business development manager**
- International strategy, online initiative, Swisscom IPO preparation
- 1987-1995 **Researcher:** *“Nouvelles technologies et fabrication des nouvelles audiovisuelles: les sources dans un contexte de globalisation”*. Swiss National Science Foundation, McGill University Montreal, Università di Bologna, Loughborough University of Technology, U.K., CNRS Paris.
- 1984-1987 **Fribourg University, Switzerland, Institute of Journalism and social communications:**
Graduate assistant & Coordinator of the French speaking working group for the study of the trial phase of first Private Broadcasters OER (Ordonnance fédérale sur les essais locaux de radiodiffusion)

CONTACT DETAILS

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