

LONG GAME: CREATING DURABLE ENTERPRISES

BUILDING BUSINESSES THAT PRIORITIZE
RESILIENCE, LONGEVITY, AND SUSTAINABLE
GROWTH OVER THE LONG TERM.

JOIN US
12TH JUNE 17:30 @ SQUARE
GUISANSTRASSE 20, 9010 ST.GALLEN



NORDIC CHAMBERS' EVENT - Long Game: Creating durable enterprises

SPEAKERS

KEYNOTE SPEAKERS

GERRI KODRES –

– Tech investor and entrepreneur – Founder of Specialist VC –

Gerri is the founding partner of Specialist VC and one of the most experienced tech investors in Nordics & Baltics. Gerri started off as angel investor 15 years ago and has by now led investments to 60+ companies including Estonian success stories such as Bolt, Veriff, Lightyear and Starship through his angel portfolio and multiple funds. Before dedicating full time to tech investing, Gerri was an entrepreneur and partner in mobile payments company Fortumo (exited in 2020). Voted #1 tech investor by Estonian startup founders.

Prof. Dr. DIETMAR GRICHNIK

– Prof. of Entrepreneurship and Director of the Institute for Technology Management –

Prof. Dr. Dietmar Grichnik is Full Professor of Entrepreneurship and Director of the Institute for Technology Management at the University of St. Gallen (HSG) and since February 2024, he has been a member of the President's Council of the University of St. Gallen as Vice President for Innovation and Quality. He is also the founder and co-director of the Global Center for Entrepreneurship and Innovation (GCEI-HSG) and promotes university spin-offs and the Swiss start-up ecosystem. His teaching and research focus on entrepreneurial action and decision making under uncertainty. Dietmar Grichnik is listed as one of the top 100 leading entrepreneurship professors worldwide and co-author of several books and over 200 articles on entrepreneurship, finance and management.

PANELISTS

HANS MÄRTSON

– Head of CX Impact & Business Process Excellence at Hilti Group –
– Advisor to Board of Estonian Chamber of Commerce in Switzerland –

As a passionate and driven professional, Hans thrives on creating value and making a meaningful impact through the development and implementation of breakthrough business strategies and solutions. His career is built on a foundation of strong values, curiosity, and a relentless focus on the customer. With a proven track record in establishing and running successful businesses, Hans specializes in defining and executing business strategies in diverse global environments. He excels in collaborating with cross-functional teams to drive results and foster innovation.

NICOLE LAVROV

– M.A. Business Innovation | HSG –
– Vice President Product | START Global –

Nicole Lavrov is M.A. Business Innovation student at the University of St.Gallen with strong interest in financial modelling, startups, VC and Growth Equity. Moreover, as Vice President Product | START Global, Nicole is passionate about biotech as well as the European & Latin American startup and VC ecosystem.

Prof. Dr. CHARLOTTA SIRÉN

– Associate Professor of Management at the University of St.Gallen –

Prof. Dr. Charlotta Sirén is an Associate Professor of Management at the University of St.Gallen, specializing in entrepreneurship and innovation. She is the director and co-founded the Institute of Responsible Innovation. Her research which concentrates on socially relevant and sustainability-oriented entrepreneurship research has been widely published, ranking her among the top 5% of business administration researchers in German-speaking countries.

MODERATOR

Dr. MARIA LUISA FUCHS

– Co-Head of Entrepreneurship & Innovation Service Center of HSG –

Maria Luisa is an accomplished professional with over twenty years of experience in entrepreneurship, innovation, and business strategy. She co-leads the Entrepreneurship & Innovation Service Center at the University of St. Gallen and serves on several boards of directors. In her current role, she supports students, researchers, and members of the HSG community on their entrepreneurial journey — from idea generation to company formation.