

Wanted: Board Members with Courage

Being a company director seems to be a post with a special attraction for many Swiss

When news got around that PR - consultant Tony Glanzmann was setting up a company to provide board members for other firms he was flooded with offers from aspiring directors. "Almost every day" he received one or more enquiries, many of them from businessmen over 50 who feel their knowledge or specialities could be of use to other companies.

"Arnold, Glanzmann & Schwarzenbach", Company for Board Consulting, was founded last year as a unique new service to companies. It features an "Advisory Board" with illustrious business names such as former Federal Councillor Fritz Honegger, Motor Columbus Board Chairman Michael Kohn, and Charles Veillon Ltd Managing Director Jean-Claude Veillon.

Long-term orientation

Glanzmann's basic idea, developed while shaving", is that the increasing complexity of modern business demands board members who are optimally qualified to secure the long-term survival of a company. Directors with insufficient business experience can be easily manipulated by management, which is frequently far too short-term orientated, he believes: "Companies need board members with the courage to swim against the stream."

The new "Board Consulting" will also help foreign organisations setting

up companies in Switzerland. Swiss law lays down that a majority of board members must be Swiss citizens resident in Switzerland, a regulation which came into force after the First World War to ensure that Swiss companies were really controlled by nationals and were recognized as such by belligerent foreign powers.

Legal requirements

Applications by ten individual companies seeking a board members are now being examined in greater detail. They include two non-Swiss companies, a German and an American en-

terprise. The German company is seeking a person with intimate knowledge of the Swiss business and political scene, while the American organisation needs Swiss board members to conform with legal requirements.

In the case of a number of further applications, it had become evident that the companies needed immediate help of an advisory nature rather than board members alone, Glanzmann told swissBusiness. Often Glanzmann or "Board Consulting" directors such as ex-Migros C.E.O. Pierre Arnold, were able to come to the rescue in these cases.



Tony Glanzmann: Ready for immediate help