

Hanne de Mora (NO)
Co-Founder and
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a-connect AG
Zurich



Born in 1960. Hanne de Mora obtained a Bachelor degree in business from the Ecole des Hautes Etudes Commerciales (HEC), Lausanne. She also holds a Master of Business Administration from the IESE Business School of the University of Navarra, Barcelona.

Hanne de Mora started her professional career as Credit Analyst with Den Norske Creditbank in Luxemburg in 1984. Between 1986 and 1989, she worked for Procter & Gamble in the brand management for leading brands in the Scandinavian and French export markets as well as Financial Analysis Supervisor first for Kuwait and later for Scandinavia. Subsequently, Hanne de Mora joined McKinsey & Company, Inc., in Stockholm as Engagement Manager with primary focus on industrial clients and cross-border mergers. In 1995, she moved to McKinsey & Company's office in Zurich, where she was elected Partner in 1996, leading client service teams in Switzerland and abroad with focus on transportation clients, service companies, and consumer goods suppliers. From 2000 to 2001, Hanne de Mora was Leader of recruiting for the Swiss office and Co-Leader of the local People Committee. Since 2000, she has been a Member of the McKinsey & Company's Partner Candidate Election Committee. In 2002, Hanne de Mora co-founded a-connect AG and has acted as the company's Chairperson since then.

Additionally, she serves as a Member on the Board of Directors of Telenor, Tomra and Valora.

Theses
**Lead to Grow –
If Talent Is the True
Driver of Business
Growth, What Do
Managers and
Companies Have
to Change?**

"Managing human capital", "The war for talent", "Organisational models", "Incentive systems", etc. –have we not seen and understood it all? How many seminars and speeches have we not attended on these topics?

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The reality is that we as managers and entrepreneurs are facing some real choices in terms of business systems, leadership and skill requirements to secure continuous top and bottom line growth.

These choices arise as we experience some fundamental macro trends:

- 1) The new breed of talent – the knowledge worker
- 2) Outsourcing combined with offshoring
- 3) Increased diversity of the work force, while the basis for sustained growth and productivity improvement – development and diffusion of innovative products, services or processes – remains intact