



**Executive Director,  
INSEAD Wendel International Centre for Family Enterprise**

**Personal Message**

I am thrilled to have joined INSEAD Wendel International Centre for Family Enterprise and I very much look forward to engaging with our family business community, friends and supporters of the Centre.

Family firms are continuing to prosper around the world. They represent today 70% of all businesses worldwide and contribute to 70% of GDP. The success of these family firms is bound to their legacy and heritage, governance model and the strategic value they create to all stakeholders including the external communities, societies and the economy as a whole.

Family members and owners are however living under the pressure of the new global paradigm shift, paralleled with the complexities of the emotional dynamic from within the family, the intricacies of generational succession and the challenge of long-term leadership.

I strongly believe that WICFE has an instrumental role to play in the field of family business given the expertise and the experience of its faculty and the extensive research developed on the subject matter. WICFE can have a greater influence and impact on family firms while fostering sustainable family businesses performance and advocating for their professionalization.

Joining the WICFE team will allow me be part of an evolution that we would like to instill in the practices of family run businesses, to strengthen even more our commitment to deliver value and help family firms in their quest for longevity and long-term success.

I am happy to join the WICFE team and take on this opportunity to work with expert faculty members to help address many of the challenges family firms are facing today and leverage the opportunities lying ahead for these businesses to be a force for good to all.

## **Biography**

Sonia Tatar is an Executive leader with over 26 years of experience in the broad business management and global higher education . She has been leading INSEAD Corporate Governance Centre (ICGC) since March 2018 and has taken the leadership of the Wendel International Centre for Family Enterprises on October 1<sup>st</sup> 2019..

Sonia has been working with multinational companies, owners and family businesses at the board and senior executive level, helping with global businesses expansion and corporate leadership. Prior to joining INSEAD, Sonia has held the position of CEO Worldwide at a top ranked Institution - Les Roches Global Hospitality Education, originally a family institution. She had the overall responsibility for the global network of Les Roches campuses in Switzerland, Spain, China and Jordan. In 2016, she has launched and opened successfully, a new Chicago campus expanding the institution footprint into the American market.

Sonia has an extensive experience in family business and corporate governance. She is currently member of IDIAP Search Committee under the Foundation of the Research Institute and a member of the governance working group of the World Business Council for Sustainable Development (WBCSD). Sonia was also a former member of the Global Lodging Forum Board with MKG, Laureate Hospitality Education Top Executive Team and three of Les Roches boards in Europe, Middle East and Asia. She was also a member of the Association of Governing Boards of Universities and Colleges in US as well as of the Association of private schools in Switzerland. Sonia has worked with different stakeholders predominantly with family owners, investors, and shareholders. She has been an instrumental contributor to businesses acquisition, hand-over and transfer.

Across her career span, Sonia has worked in multinational organizations around the world holding a number of senior leadership positions, notably managing a flagship educational institution, two start-up family owned companies, a family hospitality business and being a strategic partner director to many global companies.

As a strong advocate for thought leadership, Sonia was guest speaker to various forums such as at the United Nations World Tourism Organization- for the African Conference alongside government officials and entrepreneurs, Women in leadership Conference in Asia and the Global Lodging Forum in France. In 2017, Sonia was nominated among the “100 leading personalities” the movers and shakers making the Suisse Romande and recognized as the “Exporter of Knowledge”. In 2013, she was recognized as “Women of Power” in the Swiss Alps region.

Sonia has a combined Master’s degree in Languages, Management and Administration, and has attended postgraduate studies (D.E.A) in Italian Civilization and Literature at la Sorbonne. She is passionate about Arts and writes opinion pieces and business articles, some of which were published in a number of newspapers.