

Press release

HWZ University of Applied Sciences appoints new Director for the Institute of Digital Business

Zürich, May 15 2024 – HWZ University of Applied Sciences in Business Administration Zurich is excited to announce the appointment of Sunnie Groeneveld as the new Director of the Institute for Digital Business. She succeeds Manuel P. Nappo, who has led the Institute with distinction for the past 14 years.

Sunnie Groeneveld has an impressive track record in the digital economy, both as an entrepreneur as well as a board member for several Swiss companies. Her extensive cross-industry experience is essential for keeping the Institute for Digital Business at the leading edge of technology and education.

«We are delighted that Sunnie Groeneveld is taking over the leadership of the Institute for Digital Business. Her expertise in key areas like digital transformation and strategic development, combined with her strong leadership capabilities, made her the obvious choice as our next institute director», stated Matthias Rüegg, Principal of HWZ.

«We are grateful to Manuel P. Nappo for his visionary leadership and the substantial impact he has had at HWZ over the last 14 years. Under his direction, the institute he founded has become a recognized center of competence for digital transformation. Most notably, he introduced many pioneering programs at HWZ, such as Europe's first MAS in Digital Business in 2014 and, most recently, the MAS in AI Leadership», added Matthias Rüegg.

Manuel P. Nappo says about his successor: «Sunnie has been a highly valued member of the university faculty for nearly ten years. Having worked closely together to design, develop, and run the Executive MBA Digital Leadership from 2019 through 2024, I am convinced that her experience as a leader of the EMBA program alongside her strong commitment to technology, and innovation are exactly what the institute needs to grow its success.»

Under the leadership of Sunnie Groeneveld, the Institute for Digital Business will continue its mission to develop innovative and application-oriented education programs. In addition to her role at the Institute, she also serves as the Dean EMBA Digital Leadership. In both roles, she aims to prepare the next generation of leaders for the digital economy.

For further information, please contact :

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HWZ Hochschule für Wirtschaft Zürich

With over 2,500 students and approximately 800 practitioners as lecturers, HWZ is the largest university of applied sciences in Switzerland offering part-time programs in business studies. It provides a wide range of Bachelor's and Master's degrees, over 100 diploma and certificate courses, the opportunity for doctorates, and tailored corporate training. HWZ is institutionally accredited by the Swiss Accreditation Council. fh-hwz.ch

Institute for Digital Business HWZ

Founded in 2014, the Institute for Digital Business has become a nationwide competence center for digital transformation and new disciplines in business, law, and society. It provides relevant, application-oriented insights in the form of further education, training, publications, consultancy, and studies aimed at positively influencing Switzerland's digital transformation. The Institute offers EMBA and Master programs in areas like Digital Leadership, AI Management, Digital Ethics, Digital Marketing, Social Media & Content Marketing, Legal Tech, Disruptive Technologies, New Work, and many more. www.hwzdigital.ch
