UNIVERSITÉ DE GENÈVE
GENEVA SCHOOL OF ECONOMICS AND MANAGEMENT
HEC Executive

UNIVERSITÉ DE GENÈVE
FACULTÉ DES SCIENCES DE LA SOCIÉTÉ

Jonathan Normand

Jonathan Normand has started his career in multinational corporations for 15 years (banking and industry sectors) as risk and control manager. In 2010, he co-founded Codethic in 2010, a consulting firm that help all organizations harness the power of business to create positive change. Since 2014 he becomes the Switzerland Country Partner for B Lab Europe. B Corps are a new type of companies that use the power of business to solve social and environmental problems. B¬corporation is a movement including more than 1400 companies. These are certified by the B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

In June 2015 he co¬-found the Swiss crowdfunding Association and develop a hub for impact investing with Crowd lending platform and activist investors.

Early December 2015, he co-found and lead the presidency of the Swiss Impact Enterprise Association to act as a catalyst to develop Social Enterprise ecosystem.

Entrepreneurs and impact investors, he works closely with purpose driven leaders and start-ups in Switzerland and abroad.