

Wyss Zurich Entrepreneur Series

«From Zero to Hero?»

Caspar Coppetti

Co-Founder, On AG

Date Tuesday, September 18, 2018 from 12 – 1:00 p.m.*

Venue Wyss Zurich, Weinbergstrasse 35, 8092 Zurich, E floor

Caspar Coppetti will talk about how he and his friends built On AG from product idea to a leading running shoe brand within just eight years.



Caspar Coppetti

In 2010, Caspar Coppetti (42) founded the Swiss running shoe company On AG together with two of his friends. Eight years later the running shoes with the revolutionary cushioning are available at more than 4000 stores in some 50 countries. Caspar Coppetti has a doctorate in Economics and before On AG, he has worked in branding for Young & Rubicam, as a journalist and as a strategy consultant at McKinsey & Co. In 2016, he was named founder of the year by the University of St. Gallen.

***The event will be followed by standing lunch.**

Contact

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