



## Short Curriculum Vitae, Holger Greif

Dr. Holger Greif holds a PhD in experimental physics from the Rheinische Friedrich-Wilhelms-Universität Bonn. For his PhD thesis, Holger modified - in collaboration with Carl Zeiss AG in Oberkochen - an electron microscope for non-destructive material research with positrons; in addition, the research group also holds two patents.

In 1997, he started as management consultant with Mitchell Madison Group, focusing on Business-IT strategies for major Financial Services clients. During the first wave of E-Commerce and Digitalization, Holger moved to the US and grew a startup, serving a leading smart phone provider in all B2B and B2C services.



In 2003, Holger joined b&m management, a management consulting boutique focusing on servicing the Swiss Financial Service industry. Holger joined as Partner with the responsibility in the areas of IT strategies, large scale transformations, BCM and risk management projects. In 2008, b&m management was acquired by PriceWaterhouseCoopers AG. He then started as Partner and firstly built the Business Technology Management practice. Afterwards, Holger led and grew successfully the Consulting practice with over 150 employees and in 2015, he became head of Digital transformation and CDO of PwC. In his new function he created the Digital practice of PwC Switzerland, including the acquisition of iBrows and the creation of the Experience Center and to deliver significant lighthouse projects, e.g. for SIX Group and SBB. Holger is active for DigitalSwitzerland, gives various keynote speeches and was in the board of F10, a leading FS incubator and accelerator.