



Media Release, August 20, 2018

## **McKinsey & Company to become WORLDWEBFORUM Black Diamond Partner**

**McKinsey & Company and WORLDWEBFORUM have joined forces to shape the changing Swiss and European business landscape. The global management consulting firm and the leading community for shaping the digital future have signed a strategic partnership agreement for three years.**

Just in time for the preparations of the 2019 conference (January 17-18), WORLDWEBFORUM is pleased to announce a partnership agreement with McKinsey & Company. This puts McKinsey & Company, the most renowned consulting company worldwide, with thought leadership and services in all aspects of the digital future, at the top level as a "Black Diamond Partner" of WORLDWEBFORUM.

"We are enormously pleased with this strategic partnership. McKinsey & Company is a top-rank partner for us, with a strong commitment to shaping the digital world of tomorrow, worldwide and across all industries" says WORLDWEBFORUM founder and CEO Fabian Hediger. "What's more, this cooperation with McKinsey & Company is a perfect fit with our partnership strategy focusing on a small group of prominent partners."

Sirus Ramezani, Senior Partner at McKinsey & Company, comments on the agreement: "We are delighted to partner with WORLDWEBFORUM and contribute with our expertise and thought leadership to this dynamic, forward-looking community." Daniel Läubli, Digital Hub Leader in Switzerland and Partner of McKinsey & Company adds: „As knowledge partner, we can further highlight our favorable position as thought leader in digitization and analytics transformations as well as our impact across industries."

McKinsey & Company joins the existing Black Diamond Partner ETH Zurich at the top partner level of WORLDWEBFORUM. Black Diamond Partners of WORLDWEBFORUM have unrivalled strategic impact on the mission of the conference, ranging from vision, topic, speaker lineup, industry tracks, and corporate hospitality. To bring the strategic value of this partnership to fruition, Sirus Ramezani will join Fabian Hediger and Ruedi Noser, entrepreneur and member of the senate for the Canton of Zurich, in the board of directors of WORLDWEBFORUM.

## **McKinsey & Company**

Consistently named the world's most prestigious consulting firm, McKinsey continues to deliver the top management advice leaders have trusted for nearly a century. Over the past decade, McKinsey has broadened its offerings in areas such as digital transformation, advanced analytics, design, and implementation to help clients succeed in a rapidly evolving business context. With more than 28'000 people, McKinsey serves clients in 129 offices in 65 countries.

## **WORLDWEBFORUM**

WORLDWEBFORUM is an annual thought leadership movement in Zurich that attracts more than 1,900 guests, of which 85% are C-level executives. With deep relationships with influencers in Silicon Valley and top global academia, WORLDWEBFORUM brings together the most forward-thinking business minds with a mission to inspire courage to drive change in Switzerland and greater Europe.

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