



### **Felix Brunner**

Felix is the CEO of the Zurich-based venture builder and growth equity investor Sparrow Ventures, where he is in charge for managing the overall operations and resources of the company, focusing in particular on providing the right assets, the right skills and the right backing from within migros group to hugely accelerate the scaling of the portfolio ventures. In his capacity, he also serves as chairman of the board of directors for MIACAR, the rolling supermarket and first carved out venture from Sparrow.

Before Sparrow Ventures, he was the Chief Digital Officer and the Head of Portfolio Operations of the Department Retail at Migros, where he was responsible for the strategic development of nine companies with a total turnover of CHF 8 billion. During his tenure there, he also served as an active board member in various roles: Probikeshop (chairman), Sharoo (member as of today), Digitec Galaxus, Le Shop, and Ex Libris (advisor). Prior to Migros, Felix worked for several years at Malik Management as a strategy and leadership consultant for national and international clients in retail, fmcg, pharma, utilities, and tourism.

Felix finished his Bachelor and Master studies at the University of St. Gallen (HSG), where he later also earned his PhD at the Institute of Retail Management in parallel to pursuing his career in management consulting. Since 2016, he is a frequent lecturer on the very topics of digital transformation and digital innovation at his alma mater.

#### *Why are you a Sparrow?*

"I am convinced that with our autonomous and result-driven approach, we have the right set-up in place to build and invest in innovative business models that will move the needle. In this way, I am proud to work with a dedicated team of hungry game-changers that is driven by the impact of what we do and the way we do it to make our incredible journey a successful one."

#### *Fun fact about you?*

"As a trail-runner, I love to voluntarily run up mountains."