

Digital Disruption and M&A

To grow businesses in mature markets is challenging but digital disruption creates opportunities. New technologies entail exciting innovation potential that drives new product developments. Market players are finding new and strategically relevant niches and even small companies are able to cooperate with digital giants. This workshop is example-based and focuses on business transformations via M&A.



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Peter is the managing partner of PwC Digital Services in Switzerland and a digital “Jedi” from tip to toe. Peter and his team create strategies to turn vision and innovation into reality. He supports clients across all industries in their digital transformation & re-imagination with strong focus on creating trust in a digitized world and people engagement across diverse cultures. Peter has a long-standing experience from working since over 20 years in the consulting and services industry becoming a trusted advisor of many large national and multi-national companies. Peter holds an MBA from St. Gallen University in Switzerland, is a proud graduate from Yale School of Management and alumnus of IMD Business School in Lausanne.



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Dr. Martin Frey gained 15 years of M&A and corporate finance experience with UBS Investment Bank and Lehman Brothers in New York, Chicago and Zurich before joining PwC in 2005. During his investment banking career, Martin gained extensive transaction expertise in M&A, debt and equity capital markets in mature and emerging markets. Martin’s current position is Head Corporate Finance / M&A at PwC Switzerland which the leading M&A advisory practice in the DACH region.