

# Meet Qibud.AI

## team at Websummit

E136 Tue–Thu

A2-53 Wed only



## 01 · CEO &amp; Co-founder

### ■ Gilles Ruffieux

Gilles Ruffieux has spent 15 years on one question: **why do companies tolerate the world's biggest waste of human capital?** CEO and Co-founder of **Qibud.AI** – the Strategy Execution Truth System, **5 years in production at Bulgari Watch (LVMH)** and third party service of Swisscom. Former CIO in Swiss watchmaking (Corum, Richemont), Expert in strategy execution, business agility and OKR, founder of **Agilbity**, host of the masterclass **From Ambitions to Results, at Speed**.



+ 41 78 611 31 87  
gilles@qibud.com

## 02 · Qibud Partner

### ■ Yves Zieba



Yves Zieba is **the Founder and CEO of Synteza Sàrl**, a Geneva innovation consultancy. Expert in **digital transformation, AI, and strategic agility**. As a Qibud partner, he delivers **Kickstart Your ESG Program in 4 Hours with Qibud**, and runs Synteza itself on the **Qibud Open Innovation model**. Former Global Program Manager at Reuters, coach, trainer, and speaker. He champions **open innovation, ecological transition, and systemic thinking**.

+ 41 79 561 10 54  
yves.zieba@synteza.com