



School of
Management and Law

Master of Business Administration (MBA)

Alumni Interview with Jens Fritsche

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Building Competence. Crossing Borders.

Alumni Interview

Leadership in Times of Crisis an Interview with Jens Fritsche

Jens Fritsche is a manager in charge of business development for the European market at Charles River Laboratories. He talks about his experience doing the MBA program and applying what he has learned.

One component of the MBA program is the crisis simulation week. How did you experience that week?

The crisis simulation week was a very intensive time with little sleep for me. We were required to create systems that allow simple, unambiguous, and clear communication to document and share all relevant information. Selecting the right people for the right tasks and delegating responsibility while keeping in mind the bigger picture were all key aspects of the simulation week.

How did this simulation prepare you for the corona crisis?

Prioritizing tasks, creating schedules, and monitoring their im-

plementation were the most important things I learned. The style and content of our communications changed significantly during the crisis. To continue working productively, our company had to assess quickly how our customers absorb and process information in the current situation.

Why did you choose the Master of Business Administration (MBA) at the ZHAW School of Management and Law?

After completing the MAS in Business Administration (MAS BA) program and successfully implementing and integrating what I had learned into my day-to-day work, the MBA was an important and logical progression for me.

To what extent have you benefited from this program in your professional and personal development?

After completing the MAS BA program, I took up a management position in an international listed company. The MBA program enabled me to take on more complex tasks in a more global context. Therefore, the work, the commitment, and the time spent getting the MBA were more than worth it.

What did the MBA program teach you about leadership?

As a leader, it is essential to make room for strategic thinking and reserve time for this. The MBA program also gave me a better understanding of different cultures, teaching me to see the difference in values in a business context. I saw how important it is to trust your team, but at the same time, to make independent decisions. Confidence in your abilities as well as giving support to and promoting the continuing development of employees are all essential, today more than ever.



Jens Fritsche, Alumnus 2019