



## Jean-Christophe Lonchamp

### President and Co-Founder, Better by Sport

Jean-Christophe Lonchamp is a seasoned entrepreneur and industry business developer with 30 years of experience in the technology world on 3 continents including a decade spent in a variety of management roles with Intel Corporation and Intel Capital. He is a company seed investor in Australia and Switzerland and co-founder of Better by Sport, a unique predictive human performance and preventive health digital platform exploiting intramuscular activity as stimulator of “whole body” adaptations. He and his team are currently building awareness of physiological fitness and demonstrating why and how it should become part of everyone’s active lifestyle and objectives.

Jean-Christophe is also a strategy advisor to other senior executives of innovative companies and other societal transformation leaders in private and public sectors including universities and governments. He has facilitated a few M&A deals and been invited to work on complex short projects by major consulting firms like Boston Consulting Group, Deloitte, McKinsey. He held Board positions in venture capital funded start-ups in Europe, the Wireless World Research Forum, DesignGov a recent public service innovation project by the Australian Government, and he is currently on the Board of Aventyn in San Diego, a pioneering digital therapeutics company.

Jean-Christophe holds triple citizenship French, Luxembourgish, Australian. He holds an MS at Polytech Engineering School in Orleans and an MBA at Bocconi School of Management in Milan. He is also an alumnus of The Wharton School and University of Pennsylvania with a Wharton Fellow senior management certificate.

A proud father of 3 sporty daughters, Jean-Christophe has always been an energetic sportsman testing and practising many sports including running a few marathons and sharing experience with other practitioners, athletes and coaches. He is an internationally certified downhill ski instructor and enjoys all terrains on all continents and his favourite islands Japan and New Zealand.