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Nachson Mimran

Entrepreneur, Impact Investor, and Co-Founder of to.org

Nachson Mimran is a father, entrepreneur, Creative Director, Photographer, Philanthropist, Co-Founder and CEO of to.org, and Fo-founder of The Alpina Gstaad. Founded in 2015 by Nachson and his brother Arie Mimran, to.org is a foundation and collection of creative endeavors, all focused on decarbonization, refugee empowerment, and human optimization.

Nachson developed a taste for business at a young age. In his late teens and early twenties, he developed several real estate initiatives across Africa and Europe, from hospitality to residential projects. Nachson co-founded The Alpina Gstaad, a multi-award-winning hotel located in Gstaad, Switzerland, which opened its doors in 2012. Under his guidance, the property consistently achieved global accolades including a coveted Michelin star for one of its restaurants. In his past role as Chairman of the Board and Creative Director of The Alpina Gstaad, Nachson curated an impressive contemporary art collection, on view throughout the property, and created its holistic sustainable business practices. Today, Nachson runs multiple investment portfolios at the family office level, incorporating real estate, hospitality, art, healthcare, and AI.

Nachson's childhood in West Africa inspired a passion for nature and humanity that guides the to.org mission. As a father of four living in the Swiss Alps, Nachson spends his downtime skiing and hiking with friends and family, and developing his artistic practice with solo projects and collaborations, ranging from 3D-printed structures using waste plastic to solve sanitation and shelter crises, to furniture and sustainable clothing.