

Women in Business

Panel 1 - Approaches for Gender Equality around the World



H.E. Nadia Theodore
*Ambassador and Permanent
Representative of Canada to the
World Trade Organization*

H.E. Dr. Sofia Boza
*Ambassador and Permanent
Representative of Chile to the
World Trade Organization*



H.E. Petros Mavromichalis
*Ambassador of the European
Union to Switzerland and
Liechtenstein*

H.E. Alexandra Baumann
*Ambassador, Head of the
Prosperity and Sustainability
Division at the Swiss FDFA*



Panel 2 - Let's Get Down to Business



Dr. Barbara Aeschlimann
*Board member and Managing
Director of ZGP, new Swiss HR
Association*

Theresa Goop
*University of St. Gallen,
Switzerland*



Esther-Mirjam de Boer
*CEO of GetDiversity by
Brainboards AG*

Eylem Demir Sentürk
Founder & CEO of Women on Stage



Moderated by:



Sanaz Javadi Farahzadi
*Lawyer, International Adviser, Mentor
Vice President Partnership at the Organization
of Women in International Trade, Geneva*

Women in Business

14:30 – 14:35

Welcome address by the Ambassador of Chile
to Switzerland and Liechtenstein

14:35 – 15:45

**Panel 1: Approaches for Gender Equality
around the World**

15:45 – 16:00

Break

16:00 – 16:05

Address by the Ambassador of the European Union
to Switzerland and Liechtenstein

16:05 – 17:25

Panel 2: Let's Get Down to Business

17:25 – 17:30

Address by the Ambassador of Canada
to Switzerland and Liechtenstein

17:30 – 19:30

Networking Apéro

#WomeninBusinessBern

Women in Business

Panel 1 - Approaches for Gender Equality around the World

H.E. Nadia Theodore

Ambassador and Permanent Representative of Canada to the World Trade Organization



Nadia Theodore (BA Hons and MA [Political Science], Carleton University; LLB, University of London) joined the Department of Foreign Affairs and International Trade Canada in 2004 as a trade negotiator. During her time as a federal public servant she has held progressively senior roles in economic, international and social policy, including at the Canada Revenue Agency and Public Safety Canada. She served at the permanent mission in Geneva from 2009 to 2012 and as consul general in Atlanta from 2017 to 2020.

Most recently, Ms. Theodore was a senior vice president at Maple Leaf Foods, a Canadian consumer packaged goods company and the first major food company in the world to be carbon neutral.

H.E. Dr. Sofia Boza

Ambassador and Permanent Representative of Chile to the World Trade Organization



Sofia Boza was appointed by President Gabriel Boric to be the Ambassador of Chile to the World Trade Organization from July 2022. Prior to that, she was an associate professor and chief at the Department of Rural Management and Innovation at the University of Chile and professor at the Institute of International Studies at the same University. She holds a bachelor's degree in Economics (Honors) from the University of Seville, a professional title in Commercial Engineering from the University of Chile, a master's in Economic Development and Public Policies and a PhD in Economics from the Autonomous University of Madrid. She has published more than half a hundred academic publications in the last years on agricultural policy and governance, rural development, food markets and international trade.

H.E. Petros Mavromichalis

Ambassador of the European Union to Switzerland and Liechtenstein



Petros Mavromichalis took office as Ambassador of the European Union to Switzerland and the Principality of Liechtenstein on 1 September 2020. Prior to this, he was leading the Open Source Intelligence Division of the European External Action Service's Situation Centre. He has more than 30 years' professional experience in the European institutions. He first occupied a number of prominent positions in the Secretary General's of TRADE, ENLARGEMENT and RELEX of the European Commission and since 2012, at the EEAS. He holds a Master's degree in Business Law from the University of Strasbourg and in European Law from the London School of Economics. Petros Mavromichalis was born in Athens and has a Greek-Belgian nationality.

H.E. Alexandra Baumann

Ambassador, Head of the Prosperity and Sustainability Division at the Swiss FDFA



Alexandra Baumann is a diplomat by training and currently serves as the Head of the Division for Prosperity and Sustainability at the Swiss Federal Department for Foreign Affairs.

Previous to this position she was the Diplomatic Advisor to the Swiss Finance Minister from 2019-2022. Her other postings include the Swiss Mission to the UN in New York (2016-2019), the Swiss Embassy to Berlin (2011-2016) and the Americas Division at Headquarters in Bern (2006-2011). Alexandra Baumann holds a master's degree in political sciences from the University of Zurich. She is married and has two children.

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Panel 2 - Let's Get Down to Business

Dr. Barbara Aeschlimann

Board member and Managing Director of ZGP, new Swiss HR Association

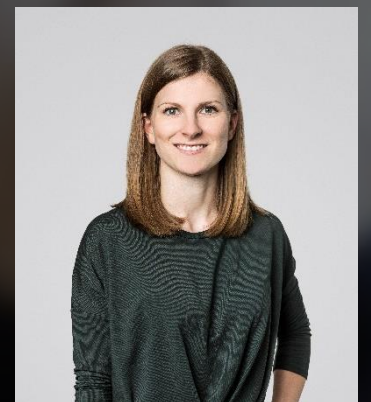


Barbara Aeschlimann is acting board member and Managing Director of ZGP, new Swiss HR Association. She kicked off her career in Expat Management more than 25 years ago with UBS, with different mandates in Employer Branding and project work, i.e. with the goal to establish among the first shared services centers. At Arthur Andersen AG she was HR Business Partner to build their first HR function for Business Consulting. For more than 10 years she was HR Director at EY, with full-fledged HR responsibility, including initiation, lead and implementation of transformations. She is committed to grow the human centered HR function, and has various executive mandates like contributing as a member of the 'Geschäftsleitender Ausschuss FAA' at the University of St Gallen, being president of PERIKOM and member of the 'EQUIS Institutional Accreditation system'. She holds a Master's and PhD degree in Linguistics from University of Zurich.

Theresa Goop

University of St. Gallen, Switzerland

Theresa Goop is a member of the Competence Centre for Diversity and Inclusion (CCDI) management team at the Research Institute for International Management (FIM) at the University of St. Gallen. She is an expert in the area of diversity and inclusion, with a focus on wage equality and gender differences in the labor market. As a trained economist, she is committed to using data and measurable aspects to drive change within private companies and public institutions. She leads targeted projects to help organizations create a more diverse, equitable, and inclusive environment. Theresa holds two masters degrees in economics and is currently pursuing her PhD studies. Her research focuses on gender differences in the labor market from a macroeconomic perspective.



Esther-Mirjam de Boer

CEO of GetDiversity by Brainboards AG

Esther-Mirjam de Boer core business is executive search and consulting. She has been an entrepreneur for over 20 years and serves on five boards of directors. She is a lecturer, speaker and moderator and sheds light on diversity and leadership from a strategic perspective. As a board member of the CH++ association, she advocates for science- and fact-based policies that use the achievements of technology for the country's prosperity.



Eylem Demir Sentürk

Founder & CEO of Women on Stage

At the age of 12, Eylem immigrated from Turkey to Switzerland and started life from Zero. Due to her refugee status, she wasn't allowed to study in Switzerland, experienced discrimination at school, faced bullying at work and dozens of rejections in her life. She started her Pharma career as departmental assistant and moved up to a Regulatory Team Lead within the years. While working at Novartis Basel, she designed trainings in positive behavior, effective conflict management & motivation at work and trained 600 Novartis employees F2F within 2 years. As a mother with 23 years of experience in Switzerland's banking and pharmaceutical industry, she precisely knows the challenges women and mothers face within the corporate environment.

Eylem holds a MSc in applied psychology from the Liverpool University. With Women on Stage, she helps Graduates, Women in Business, Expats and Women returning to business to move up in their career and earn a salary that is in line with their market value.



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Moderated by

Sanaz Javadi Farahzadi

Lawyer, International Adviser, Mentor

VP Partnership, Organization of Women in International Trade, Geneva



Sanaz Javadi Farahzadi is a lawyer, trainer, mentor and international adviser. She has 18 years of working experience with United Nations specialized agencies, the European Union, governments, academia and the private sector. Her work spans a wide range of activities, including technical assistance projects on intellectual property, international trade and gender equality in Europe, the Middle East, Africa and South East Asia. Currently, she is the Vice President Partnerships of the Organization of Women in International Trade (OWIT) in Geneva, Switzerland.

She holds a Master in Intellectual Property Law, a LLM in International Trade Law and is a doctoral researcher in law.

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