

Tuesday,  
5 November 2019

Restaurant-Hôtel du  
Parc des Eaux-Vives

Geneva,  
Switzerland

# MyPhy Women's Leadership Conference

Programme



## Welcome

**It is with great pleasure that we share this day - MyPhy's first Women's Leadership Conference. It will not be the last!**

The idea came from a desire to bring together a group of dynamic trail-blazing women who have achieved outstanding success and received recognition for their respective efforts. They are willing to share their experiences and knowledge to inspire us, to encourage us and give us confidence.

Women's voices are getting stronger but we need to do more to reach the heights we aspire to. This is not just about climbing the corporate ladder or filling spots on a Board but about using our unique talents to make lasting differences across the globe. It is about challenging problems we all face and suggesting practical, workable, and tested solutions.

If we can use our creativity and abilities to multitask and learn from each other, we can propose new ideas for a changing world and have the courage and strength to carry these through. Individually, we can reach our own milestones and hit our targets but together our shared experiences and energy will make a huge difference.

**Thank you for choosing to be part of this journey with us.**

*Susan Baragwanath*

*Cassandra Burgess*

**SUSAN BARAGWANATH  
& CASSANDRE BURGESS**

CO-CHAIRS, WOMEN'S  
LEADERSHIP CONFERENCE



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## About MyPhy

### OUR IDENTITY

Founded by Jonathan Cave in 2016, we are a Swiss company of successful business professionals who nurture and develop talent in others.

### OUR VISION

To build the world's most innovative, experiential learning company, developing a new generation of exceptional leaders.

### OUR MISSION

To deliver world-class coaching, workshops and events that challenge, inspire and transform.

## Message from MyPhy

Dear Conference Delegates,

**On behalf of MyPhy, a very warm welcome to our first Women's Leadership Conference. To our international guests, our deepest thanks for crossing oceans and continents to be with us today.**

MyPhy exists to nurture and develop authenticity and talent in leaders, teams and organisations. We believe each one of us is at our best and capable of great things when we learn how to connect to who we are, and then express it consciously in everything we do - professionally and in our personal lives.

This gives us the self-belief, courage and resilience to be the change we seek, and make a contribution that gives meaning and purpose to ourselves, those around us and the world at large.

It is in this context that MyPhy seeks to play its role in bringing together authentic and talented women leaders from all sectors of activity from all parts of the world for one day of sharing, learning and exchanging.

The aim of the Conference is to promote and deepen the growth and impact of women's leadership as a positive force of change for the benefit of all. Indeed, now more than ever do we need this leadership to help guide the decisions of our time.

**On behalf of the MyPhy team, we hope you find the day enjoyable, informative and inspiring.**

Best wishes,



**JONATHAN CAVE**  
FOUNDER & CEO



# AGENDA

TIME	SESSION	SPEAKER
8:30	Registration & Morning Coffee/Fruit	
9:00	Welcome	<b>CASSANDRE BURGESS</b> Conference Co-Chair
9:05	Opening Remarks	<b>JONATHAN CAVE</b> MyPhy Founder & CEO
9:15	Introduction of Keynote Speaker	<b>SUSAN BARAGWANATH</b> Conference Co-Chair
9:20	<b>KEYNOTE ADDRESS:</b> THE CHANGING GLOBAL LANDSCAPE FOR WOMEN LEADERS	<b>DIANE SHOEMAKER</b> Former Senior Director, Eisenhower Fellowships
9:55	Introduction of Panel Discussions	<b>CASSANDRE BURGESS</b> Conference Co-Chair
10:00	<b>PANEL 1:</b> THE FUTURE CAN'T WAIT – WOMEN'S VOICES AS CATALYSTS FOR CHANGE	<b>MODERATOR &amp; PANELLIST:</b> <b>JESSICA WEISS</b>  <b>PANELLISTS:</b> <b>NOGA</b> <b>ANGELA ALTUS</b> <b>ELENA TRUKHINA</b>
10:50	Coffee Break	
11:10	<b>PANEL 2:</b> GLOBAL CHALLENGES: MIGRATION AND SUSTAINABILITY	<b>MODERATOR &amp; PANELLIST:</b> <b>ELIANE (ELLE) FERSAN</b>  <b>PANELLISTS:</b> <b>ZEINA ABDO</b> <b>SUMAIRA KHAN</b> <b>CHRISTINE BATRUCH</b>
12:00	Lunch	
13:30	Yoga Stretch	<b>ZEINA ABDO</b>

13:40	<b>PANEL 3:</b> AT THE INTERSECTION OF WORK AND FAMILY	<b>MODERATOR &amp; PANELLIST:</b> <b>ELIANNA SABBAG MOQUETTE</b>  <b>PANELLISTS:</b> <b>CLAIRE HOANG</b> <b>MARYLINE STIEGLER</b> <b>ALINA ASKAROVA</b>
14:30	<b>PANEL 4:</b> WOMEN ON BOARDS	<b>MODERATOR &amp; PANELLIST:</b> <b>SONJA KLOPČIČ</b>  <b>PANELLISTS:</b> <b>CHRISTÈLE HISS HOLLIGER</b> <b>ATALANTI MOQUETTE</b>
15:20	Afternoon Tea	
15:40	<b>PANEL 5:</b> DIFFICULT CONVERSATIONS – GENDER-FAIR BEHAVIOUR	<b>MODERATOR &amp; PANELLIST:</b> <b>NATASHA KATELBACH</b>  <b>PANELLISTS:</b> <b>ANOUSH DER BOGHOSSIAN</b> <b>TANIA COTTON</b> <b>ABDUL QURESHI</b>
–	Stretch	
16:30	<b>PANEL 6:</b> MENTORING – ENHANCING YOUR LEADERSHIP SKILLS	<b>MODERATOR &amp; PANELLIST:</b> <b>DIANE SHOEMAKER</b>  <b>PANELLISTS:</b> <b>SUSAN BARAGWANATH</b> <b>LUDIVINE NORNBERG</b> <b>JULY COO</b>
17:20	Closing Remarks and the Way Forward	<b>SUSAN BARAGWANATH</b>
17:45	Conference Close	

## BIOGRAPHIES CO-CHAIRS



**SUSAN BARAGWANATH**  
Conference Co-Chair

Susan is an authority in Women's Leadership. She has had extensive international experience in education and criminal justice and has mentored dozens of women from all walks of life. She has recently organized two international strategic programs for Women's Leadership in London, chaired international search committees for outstanding women leaders, and is a Distinguished Eisenhower Fellow. In 2005, she received the highest academic award in the Humanities, Doctor of Letters, for education reform of school age mothers in New Zealand.



**CASSANDRE BURGESS**  
Conference Co-chair

Cassandre is a Professor of Banking, Project Management and Investment Psychology at Geneva Business School (GBS) and the Business Development Manager at MyPhilosophy SA ("MyPhy"). Originally from South Africa, she has extensive experience in the diamond mining industry and in finance. She is active in multiple associations and community groups in the Geneva region.

## KEYNOTE SPEAKER



**DIANE SHOEMAKER**  
Former Senior Director,  
Eisenhower Fellowships

Diane has spent the past thirty years selecting and coaching women leaders from around the world in her role as Director with Eisenhower Fellowships under the Chairmanship of President George H. W. Bush, Dr Henry Kissinger and General Colin Powell, respectively.

She has assisted a generation of women to become outstanding leaders in education, sustainability, finance, entrepreneurship, government and the arts. Diane has been recognized for strategically nurturing active engagement among professionals at the highest levels.

Diane organized and directed Women's Leadership Conferences in Miami, London and Philadelphia and served as lead staff in organizing international Conferences in Paris, Colombo, Rome, and Santiago. Diane was instrumental in launching EF's Youth Leadership Initiative. She is a founding member of the Global Leadership Consortium, which includes Yale World Fellows, Ashoka, German Marshall Memorial Fellows, TED Fellows, the Aspen Institute and Kellogg Fellows Leadership Alliance. The Consortium organizes an annual workshop for senior staff of leading international fellowship organisations. Diane is currently a project advisor for the Foundation for Advancement of International Medical Education in Philadelphia and serves as a Member of the Advisory Board, Center for Asian African Studies in Islamabad.





#### ◀ JESSICA WEISS

Co-Founder / Publisher of -Trix Magazine; Google Leadership Strategist

##### MODERATOR

Jess is the Publisher and Co-founder of Trix, where she looks after the magazine's commercial, editorial and brand viability, strategic partnerships, and overall business strategy. A full-time strategist for Google's Executive Leadership Development team, she leverages her organisational psychology background to steep Trix's editorial angle in research about media gender bias, stereotype threat, and the positive impact of visible role models on young girls and women.

At Google, she integrates research on emerging leadership practices with programs and non-programmatic development tools for senior Directors and VPs. In her free time, she'll take any opportunity to jump on an airplane, most recently to Uganda where she volunteered as a leadership development consultant to local non-profits and hiked alongside wild mountain gorillas.

#### ◀ ANGELA ALTUS

Creative Director, Trix magazine & Principal, Angela Altus Photography

Angela is the Creative Director of Trix, a magazine for women who define success on their terms. She also has a photography studio in New York City where she works with brands and private clients to develop their visual storyline. Previously, she was the lead photographer for a body positive portrait studio where she worked with clients to help counteract the negative influence media has had on how women view their own physical beauty. She travels annually to Haiti where she partners with nonprofits to profile women's organizations and local leaders across the country.



## PANEL 1: THE FUTURE CAN'T WAIT – WOMEN'S VOICES AS CATALYSTS FOR CHANGE



#### ▲ NOGA

International Singer/Song-Writer & Founder of Catalyse, Geneva

Born in Geneva, Noga is a multilingual singer, composer, performer and creator of musical sculptures and installations. In addition to having released 9 albums and promoting these albums through touring, Noga established Catalyse, to create the opportunity for people to explore and discover through the expression of their voice.

Since 2003, Catalyse has used artistic education (singing, acting and improvisation), the performing arts and cultural meditation, to restore social bonds and help people flourish through creative activities and live performances. Its motto: "towards happy creativity", is lived out through more than 300 students annually through her own teaching method called Sonoga.

Alongside her ground-breaking work with Catalyse, Noga regularly runs her Improviz workshops, which are also aimed at authentic expression, improving self-esteem, empowerment, positive reinforcement and community building.



#### ▲ ELENA TRUKHINA

Partner, Novastone Capital Advisors

Elena is currently driving entrepreneurship forward being a Partner at Novastone Capital Advisors (NCA), a venture providing talented individuals with an opportunity to acquire and manage the company of their dreams. More indicatively, NCA has recently launched "Project DARWIN" - a new generation of Search Funds that is designed to connect the best and the brightest future entrepreneurs with compatible investors and a professional support network. Through the project, entrepreneurs gain the ability to locate, acquire and manage small & medium enterprises.

Previously, Elena has built a successful career in multinationals such as Coca-Cola, SAB Miller, Nestle, Interpublic and Philip Morris International. Her areas of experience include such disciplines as Marketing, Sales, Corporate Affairs, Business Strategy and General Management. She has vast multicultural acumen through leading diverse projects across regions such as Russia, Sub Sahara Africa, Ocean Islands, Israel, Eastern and Western Europe, Switzerland. Elena holds an Executive MBA degree from IMD in Lausanne.



## PANEL 2: GLOBAL CHALLENGES – MIGRATION AND SUSTAINABILITY



### ELIANE (ELLE) FERSAN

Founding Director, Immigrants & Global Migration Initiative (IGMI),  
Gould School of Law, University  
of Southern California

#### MODERATOR

Over a 15-year career, Elle has dedicated herself to improving policy and changing lives through international development, strategy and coalition building, political and policy advocacy, campaigning and fundraising, collaborating with national and international agencies including the U.S. Department of State, the United Nations and local governments.

Elle's advocacy and development work focuses on women, LGBT and immigrant rights in the U.S., Lebanon, the Middle East and North Africa. She founded Global Nexus Solutions, LLC a Los Angeles based consulting firm bringing together a network of experts and advisors specializing in global public affairs, fundraising and advocacy.



### SUMAIRA KHAN

Development Professional  
& CEO, GAIA

Sumaira, a graduate of the London School of Economics and Political Science, is the CEO of GAIA.. Her career started in the Development sector in Pakistan where she gained considerable experience in various conservation and development projects where she worked primarily researching gender roles in communities and monitoring & evaluation. She has had the unique opportunity of coordinating an International Conference with the Ministry of Women's Development, Government of Pakistan, the All Pakistan Women's Association and five UN Agencies, plus UNAids, UNICEF and UNDP. The International Conference on Gender Mainstreaming and Millenium Development Goals was held in Islamabad in March 2005 and led to the Islamabad Plan of Action.

However, it was her work on the Rohtas Fort Conservation Project which led to an increased motivation towards conservation of not only National Heritage and but of the environment as well. It was this commitment towards sustainable development and conservation of Pakistan's natural resources that ultimately led to GAIA being formed in an effort to produce environment friendly packaging with as minimum a carbon footprint as possible.



### ZEINA ABDO

Founder of Smile for Hope

In November 2011, Zeina made a life-changing trip to Nepal that lead to the establishment of Smile for Hope in April 2012. Initially dedicated to benefitting pediatric cancer patients from the far-flung regions in Nepal; today, S4H is active on 3 continents.

Zeina sees a world where hope, love, and compassion are limitless, even if resources are not. She believes in a world where everyone has the opportunity to achieve the livelihood they see for themselves. She does not believe in band-aid solutions where "charity" is given, and dependence is formed. She sees a world where empowerment is the panacea, and sustainable change is the result.

She envisions setting a standard for nonprofit and for-profit organisations to implement practices that lead to long-term change and partnerships between equally passionate and globally-minded parties.

Zeina wants to inspire a movement and reframing of mindset that will also engage individuals at a young age, which will ripple to influence older generations, in order to inspire positive changes for all.



### CHRISTINE BATRUCH

Vice President Corporate  
Responsibility, Lundin  
Petroleum AB

Christine, a citizen of Canada and Switzerland, is a historian and lawyer by training, graduate of the University of Toronto and McGill University respectively, admitted as barrister and solicitor at the Law Society of Upper Canada.

Based in Geneva, Christine has worked in the non-profit, academic and business sectors. She participated in the establishment in Ukraine of a number of non-profit institutions linked to the Soros network of foundations. Concurrently she was liaison officer and assistant professor at the International Academy of the Environment. As VP Corporate Responsibility at Lundin Petroleum, which she joined in 2001, Christine is responsible for the company's sustainability strategy as it relates to Anti-Corruption, Health, Safety and Environment, Human Rights, Stakeholder Relations, Sustainable Investments and International Initiatives.

She acts as speaker in a number of international environmental, social and governance (ESG) conferences and has lectured on ESG issues at international business schools (IMD, IMI-Kyiv, Business School of Lausanne) and universities (Dundee, Geneva, Stockholm).





## PANEL 3: AT THE INTERSECTION OF WORK AND FAMILY



### ▲ ELIANNA SABBAG MOQUETTE Founder, MasterMom

#### MODERATOR

Elianna is the mother of three girls aged 2, 5 and 7 and is a professional philanthropist dedicated to gender equality and social and environmental justice. Having dedicated many years to helping mothers stay relevant and fulfilled, she has recently taken on the job of Deputy Director of a Swiss foundation supporting vulnerable populations (especially women) through health, education and economic inclusion. As an active member of the executive committee of Giving Women Association, Elianna developed and manages the educational pillar for the association as well as their evaluation processes.

She has lived, worked, and studied on 4 continents and holds degrees in Anthropology and Environmental Studies (McGill), and Law (Kent). After almost 5 years at the Aga Khan Foundation, she transitioned to the world of social entrepreneurship and focused on developing solutions to elevate the value we collectively place on mothers' work. She co-founded Step Up Advisory Group to help start-up social businesses overcome technical, organisational and financial hurdles, The Baby Office, a solution for working parents to better balance work and life with small children and most recently, Mastermom, which pools resources and provides opportunities for moms to validate skills, build community and be fulfilled during the challenging transition of motherhood.

### ◀ ALINA ASKAROVA Founder and CEO of Geneva Business School in Kazakhstan

After graduating with an MSC in Finance from Geneva Business School (Geneva campus), Alina returned to Kazakhstan to establish a campus for GBS in Astana and in Almaty. In just 5 years, GBS (Kazakhstan) has grown from small office with two employees, into the second largest taxpayer in Kazakhstan within the educational sector. GBS leads the National Industrial Business ranking for the fastest growing educational start up in the country and today is among top three MBA schools in the country, counting national and international companies and respected entrepreneurs as its clients. Alina is also co-founder and co-investor in project IN-VR, which is an education platform for distance education in virtual reality.

### ◀ MARYLINE STEIGLER Managing Director, Head EAM, Gonet & Cie SA

Maryline is Managing Director with the Bank Gonet & Cie S.A., in Geneva. Graduated from Kedge Business School in France, Maryline spent most of her career working at an international level, travelling around Europe and Asia to offer financial services to institutional clients for an international Bank. As of 2008, she continued her professional activity being based in Switzerland, focusing on developing a partnership with External Asset Managers (EAM) in Europe.

Working with passion is key for her and is the engine of her life along with her family. With an independent and entrepreneurship state of mind, she felt the need to work for a company closer to these values. In October 2016, she moved to a human-sized bank, Gonet & Cie S.A., managing its department dedicated to EAM.

"It was pretty clear to me that I needed to work in an environment where I could share, express my ideas in order to develop a positive mindset within the whole team dedicated to a common purpose. And I found it."



### ▲ CLAIRE HOANG Deputy Head of HR, International Committee of the Red Cross

Claire is an experienced Human Resources Professional. After 18 years holding several HR positions at JPMorgan, Claire decided to bring her HR expertise to non-for-profit (World Economic Forum, Gavi, ICRC) and continue developing as an HR leader. She is currently the Deputy Head of HR at the International Committee of the Red Cross as well as lead for ICRC's Learning & Development, Global Talent Management, People Analytics and HR Compliance units, which comprise 150 HR professionals supporting an ICRC workforce of 19,000 people in 96 countries.

In 2019, Claire completed her certification as coach with Henley Business School as well as "preparateur mental" for athletes with Youniting. Claire is a French national and lives in Coppet (Switzerland) with her husband (freelancer and primary child carer) and her 3 children aged 12, 11 and 9. She is passionate about her work and being a mother. Her personal and professional experience are intricately interwoven: parenting has given her many insights on how to help a human being grow and blossom, which contributed to her development as an HR leader, people manager and coach. By the same token, her work in HR, learning and coaching has been a great journey in how human beings learn, understanding their intrinsic needs, and how to respond to these needs in an effective, responsible and sustainable way.





## PANEL 4: WOMEN ON BOARDS

▲  
**SONJA KLOPČIČ**  
Former Board Chair/CEO  
& Acclaimed Author

### MODERATOR

An engineer by training, Sonja created and managed several companies in Slovenia in multiple fields of business. She is the author of three books on leadership, including her new book "The AEIOU of Leadership".

She is a mentor to multiple women leaders, and has been recognised with industry awards in entrepreneurship and innovation. Today, she is an independent business consultant, specialising in leadership development and agile organisations.

▲  
**CHRISTÈLE HISS HOLLIGER**  
Global Head HR, Pictet Wealth  
Management & Equity Partner  
of the Pictet Group

Christèle joined Pictet in 1998 and is Global head of HR for Pictet Wealth Management, with teams in Geneva, Zurich, Singapore and Hong Kong. Christèle took that role in 2017 with the intention to position HR as a strategic partner to the business. She is a member of PWM's Executive Board, and an Equity Partner of the Pictet Group.

Prior to that, she was CEO of Pictet Asset Management (PAM) Singapore Pte Ltd where she had responsibility for South East Asian institutional clients and also for the oversight of PAM Singapore activities.

Before relocating to Singapore, Christèle was Head of Institutional Clients in Geneva (Switzerland), managing a team of Business Development & Client Relationship Managers and covering strategic institutional clients.

She was Vice President of Pictet's Retirement Foundation Board from 2008 to 2015. She is also a member of Pictet's Group Diversity & Inclusion Board. Previously, she spent six years at BNP Paribas, first in Paris as Institutional Sales Manager, and in Geneva as Investment Strategist.

▲  
**ATALANTI HADJIPATERAS  
MOQUETTE**  
Founder, Giving Women

Atalanti received a BA Hons. in Philosophy and Ancient Greek at King's College London. She continued her postgraduate studies in Art History at the University of Toronto.

She began her career on the specialist side of Sotheby's and has worked on education policy in Toronto and Geneva. Her involvement in the field of philanthropy follows a family tradition which began at the grassroots level, running a life skills programme in a shelter for battered women.

In 2009 Atalanti founded Giving Women, a network of diverse but like-minded women who pool their professional skills and experience to effectively support projects for women and girls in need globally. Her interest in social impact investing started when she and her daughter, Elianna, established Step Up, to advise start-up social business and banks on questions of social impact and responsible investing. Atalanti's passions include education, art, philanthropy and women's rights.

As a philanthropist Atalanti has held positions on various boards:

- Vice –President of the board of the International School of Geneva
- Vice – President of the board of the International Baccalaureate Organisation
- Founding member of the Executive Committee of Human Rights Watch, Geneva,
- Member of executive Committee of the Fondation Philanthropique Orthodoxe
- Member of the Board of Global Scribes



## PANEL 5: DIFFICULT CONVERSATIONS – GENDER-FAIR BEHAVIOUR



### NATASHA KATELBACH

Senior Global Talent & Learning  
Manager, Cotecna Inspection

#### MODERATOR

Natasha joined Cotecna in 2016 and became Senior Global Talent & Learning Manager in 2018. She is a multicultural HR professional with near to 20 years of experience working in complex matrix environments across multiple geographies including Europe, the Middle East, Africa and South America. Prior to joining Cotecna, she spent more than 10 years working for International SOS where she specialised in expatriate workforces and focused on talent acquisition and development, international mobility, organisational restructuring and employee relations.



### TANIA COTTON

Founder of Movementwise.org,  
Film Maker, Movement Analyst

Tania Cotton is a health and human performance specialist who works as a Movement Analyst, Chartered Physiotherapist and Film Maker.

For the past 12 years Tania has been a consultant for the Swiss Olympic Medical Centre in Geneva. Passionate about inspiring people to live life and perform at their best, she has produced and directed over 15 films on health and human performance with Emmy Award Winning cinematographer Keith Partridge. Tania uses the power of storytelling to show people what is possible, how they can overcome health and performance challenges to do things they previously believed impossible.

Tania founded MovementWise.org to bring together experts in health and human performance, to share their knowledge and experience and to inspire people to take action. MovementWise offers screenings, interactive presentations and practical workshops that help people discover how they can become more physically robust, mentally resilient and resistant to pain, injury and disease.

**Access all of the MovementWise films,  
for free, at [www.movementwise.org](http://www.movementwise.org)**



### ANOUSH DER BOGHOSSIAN

Focal Point on Trade and Gender,  
World Trade Organisation

Anoush leads the work on trade and gender in the World Trade Organisation (WTO). She was appointed the WTO's first focal point on trade and gender by Director-General Roberto Azevêdo in 2017. She is a senior member of the WTO's Development Division.

Prior to joining the Development Division in 2016, Anoush worked as the French Language Spokesperson of the WTO and she was appointed as the press officer to the former Director-General Pascal Lamy. She was also leading media operations in Africa for the former Deputy Director-General Valentine Rugwabiza. Between 2013 and 2016, she served the WTO as the Organisation's NGO Liaison Officer and Social Media Manager. Anoush managed the Public Forum, WTO's flagship outreach annual event for four years.

Anoush began her career at the WTO in 2006 after acquiring 10 years of professional experience in the private sector, in Brussels, working on EU policies, as a public relations specialist.

Among her educational achievements, Anoush holds a Masters in European and International Law and a Masters in communications.



### ABDUL QURESHI

Managing Director, Barclays Bank

Abdul is a seasoned professional with wide senior leadership experience in the domains of international banking, financial services and technology. He is currently a Managing Director at Barclays Bank, based out of London. In his current role, his main focus is to leverage cutting edge technology in the domains of Data Science/Big Data, Artificial Intelligence and Advanced Analytics to transform the performance of business. Outside Barclays, Abdul is actively involved in supporting young entrepreneurs and sits as a Non-exec on a number of emerging market tech companies. He has also previously mentored a number of fin-tech startups participating in the world-famous Barclays global fin-tech accelerator programme.

Abdul has previously held senior positions spanning Finance, Strategy, Marketing, Commercial and Product management across various divisions of Barclays bank, the Financial Services Authority (the UK financial services regulator, Insurance and technology start-up sectors. He has an MBA from University of Manchester and is a Fellow of the Association of Chartered Certified Accountants.





▲ **DIANE SHOEMAKER**  
Former Senior Director,  
Eisenhower Fellowships

MODERATOR

Diane has spent the past thirty years selecting and coaching women leaders from around the world in her role as Director with Eisenhower Fellowships under the Chairmanship of President George H. W. Bush, Dr Henry Kissinger and General Colin Powell, respectively. She has assisted a generation of women to become outstanding leaders in education, sustainability, finance, entrepreneurship, government and the arts. Diane has been recognized for strategically nurturing active engagement among professionals at the highest levels.

Diane organised and directed Women's Leadership Conferences in Miami, London and Philadelphia and served as lead staff in organizing international Conferences in Paris, Colombo, Rome, and Santiago. Diane was instrumental in launching EF's Youth Leadership Initiative. She is a founding member of the Global Leadership Consortium, which includes Yale World Fellows, Ashoka, German Marshall Memorial Fellows, TED Fellows, the Aspen Institute and the Kellogg Fellows Leadership Alliance.



▼ **SUSAN BARAGWANATH**  
Distinguished Eisenhower  
Fellow, Educationalist

Susan is an authority in Women's Leadership. She has had extensive international experience in education and criminal justice and has mentored dozens of women from all walks of life. She has recently organized two international strategic programs for Women's Leadership in London, chaired international search committees for outstanding women leaders, and is a Distinguished Eisenhower Fellow. In 2005, she received the highest academic award in the Humanities, Doctor of Letters, for education reform of school age mothers in New Zealand.

▼ **JULY COO**  
Associate Director,  
Communications for Global  
Baby Care at Procter & Gamble

July has worked in the fast-moving consumer goods industry for more than twenty years and now leads Global Baby Care Communications for P&G. A truly global citizen, she was born and raised in the Philippines, studied and travelled in China and has spent majority of her professional career in France and Switzerland, where she is now based. With the various shifts in her career and with surviving cancer three times, she has seen first-hand the transformative power of mentoring, both as a mentor and as a mentee.

▼ **LUDIVINE NORBERG**  
CEO Representative Office  
Israel, Pictet & Cie

Ludivine joined Pictet in 1998 and is now the CEO of the Israeli Representative Office of the Pictet Group.

Before spending 5 years at UBP where she was Market Head for the Israeli market, Ludivine worked for both Pictet Asset Management (PAM) and Pictet Wealth Management (PWM).

During her time at PWM, she was a Private Banker specialised in the needs of Israeli clients. At PAM, the institutional arm of Pictet, she worked as a Client Relationship Manager for the Swiss pension funds and insurance companies.

Her studies were complemented by international professional certifications in finance (CIIA and CFPI / AZEK).

Ludivine is a mentor in the Woman2Woman program. This program was founded by Alumni of the prestigious intelligence unit of the Israeli Army (8200, equivalent of the NSA).



## PANEL 6: MENTORING – ENHANCING YOUR LEADERSHIP SKILLS

# hello.

This programme was designed by The Hide. We are a small studio that believes in research-led design and beautifully crafted work.

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## Brand

We create strong visual identities, and work alongside you to define your brand's narrative.

## Digital

We design and build beautiful and easy to navigate websites amongst other digital applications and data systems.

## Print

From books, magazines and reports to large scale infographics and exhibition stands, our print offering is diverse.

## Other

We partner with people from different disciplines. These include product designers, copywriters and strategic consultants amongst others.

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## Have a project to discuss?

**Get in touch:**  
hello@thehide.design

**www.thehide.design**  
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the hide.

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