



President - Geneviève Bauhofer

Visionary Executive with strong business development background in the Services industry, i.e. IT and Banking sectors. Executive Coach, Strategic and pragmatic Change Agent, with extensive experience in generating insight, in "thinking out-of-the box", in transforming crisis situations into innovative projects that produce results over the long term. Founded AZI Innovation to sustain Swiss companies and Universities in developing and boosting their initiatives and programs.

Her specialties: Visionary thinking, Empowerment for results, Strategy, go-to-market readiness, Business development in Services. X-generations at work(20+ to 50+). Post-Career Coach and Seminar Leader.



Public relations - Hertha Baumann

Hertha spent her school years at Institute Le Rosey in an International environment giving her ease in developing contacts. Following a diploma in Physical Education from the University of Lausanne and three years of teaching, Hertha changed directions in her professional career, moving towards an office job all the while maintaining her energy and enthusiasm. Following experience acquired in an ad agency, completing market studies and management of two direct marketing companies, she obtained a federal diploma as specialist in Public Relations. Additionally she followed a management and communications course at the University of St Gall.

With over ten years in the communications department of Mirabaud & Cie, banquiers privés, Hertha is in charge of public relations, and more specifically issues relating to event organization on an international level.

© She is of French mother tongue, but fluently speaks English, German and Spanish. She spends her free time with her husband and son, horseback riding or downhill skiing, area in which she used to compete.



Awards - Esther Casas

Esther is an International Business Lawyer. She obtained her first law degree and bar admission in Mexico where she practiced several years. After being granted with the prestigious Fulbright scholarship, Esther obtained a LL.M degree in International Legal Studies at Georgetown University and was further admitted to the New York bar.

Esther's varied experience has provided her with proper perspective and broader view. Beginning her professional career as litigator, she further practiced public-administrative law and corporate law, to eventually specialize in business and international law. Esther has worked for public sector, corporations and law firms (becoming partner in a boutique law firm in the early stages of her career).

After moving to Switzerland, she has advised and worked for various multinationals such as Polo Ralph Lauren, Sita and Kudelski Group. Currently, Esther practices as independent legal counsel and advises Kudelski Group as Senior of Counsel.

Esther first met the CWF in 2006 and was immediately captivated by the professional and personal quality of its members. She became member the same year. As a lifelong learner, Esther very much appreciates members' experience sharing and sees her participation in the board as a retribution to members.

Esther is a Mexican national and also a Swiss citizen. She is fluent in English and French being Spanish her mother tongue. She loves reading, opera, film festivals and international content activities. Esther recently discovered golf and became passionate thereof.

**Mentoring & Public Collectivities - H  l  ne Gache**

H  l  ne is an experienced professional in the service sector including commercial responsibilities, management and lead of big projects. These activities were done in multinationals of computing services for the sectors of industry, banking and the public administrations in Switzerland or in France.

Fascinated by the personal development, she is active in projects of mentorship allowing the evolution of the talents. She supports by her personal commitment and her activities of social entrepreneur the development of the individuals in their professional environment. In particular, she joined the CWF in this context, convinced of the positive value of such a network to support the promotion of feminine talents.

Bi-national (French and Swiss), H  l  ne lives in Geneva since 16 years and works at IBM Switzerland as Business Manager. She is used to work daily in English and in French. She is a mother of two teenagers and takes advantage of her free time to run, read, be part of networking activities and to become enlightened (Theatre, museum and journeys).

**Events - Liza Ghaliounghi**

Liza is fascinated by human relationships and she is strongly convinced that "each problem has a solution". Her experience is mainly based on advice and guidance of people on recruitment, development of staff, training, marketing of human resources, promotion processes review, HR strategy, etc.

She has participated to the mentoring project with the University of Geneva and she is delighted to share her enthusiasm, dynamism and social skills with the CWF.

Born in the US, she grew up in Geneva in an international environment. Liza is French mother tongue and speaks English and Italian.

**Vice-President - Francisca Guanter-Buss**

After seven years on the Organisation Committee as a volunteer she is now Deputy Director of the Concours Hippique International of Geneva. Dutch born, she arrived in Switzerland in 1976 to study at the hotel management school. For some fifteen years she held various management positions in the hotel and catering business but then decided to give her career a change and entered at the European headquarters of a multinational, Reuters Ltd. Here, she spends more than ten years of intense contacts and a lot of travelling mainly all over Europe. Her daughter growing up, she prefers to travel less and starts discovering the world of private banking in Geneva. She sets up a marketing department and then joins corporate communications and in another bank she joins human resources. Thus, she has an extensive multinational experience with various countries acquired across service and industry sectors in different specialist and management roles with particular focus on organising, developing and rolling out major business projects. Getting things done by building and managing project operational teams in a multicultural environment has always fascinated her. Francisca speaks French, English, German, Dutch and Spanish.

**Business Schools - Jarina Hasi**

Jarina Hasi was born and raised in New York. Graduated from Fashion Institute of Technology in New York, she has a Bachelor of Science degree in Production Management and an associate degree in Marketing. Jarina married young, moved to Switzerland where she raised 3 children. She lived in Zurich where she worked in the Fashion industry, and later followed her husband to Geneva. Divorced after many years of marriage, she then Co-founded "Active Languages" in 1997. It was a new start and a big challenge. The Company started in a small kitchen, and today employs 55 employees; specialized in corporate language training they have around 400 students a year taking language courses.

High energy, creative entrepreneur passionate about life and living every minute of it. Born from an immigrant family where family, values and respect are deep seated, Jarina applies these values to everything she does in life. A lot is on gut feeling! She is always interested in new ideas and business opportunities.

Jarina lives in Geneva with her wonderful children.

**Finance & 50+ autrement - Brigitte Preuss**

After obtaining her diploma from the Kantonale Handelsschule in Solothurn and fine-tuning her linguistic skills in the form of a diploma of the Alliance Française in French and the Proficiency Certificate in English of the University of Cambridge, Brigitte decided to take a chance in the world of finance, first at British Leyland and then at Alcoa where she has been working for the last 25 years. Hired as a Foreign Exchange dealer she progressed to European Treasurer handling millions of dollars and other currencies as well as the different cultures of her colleagues based in over 20 countries all over the world before taking on the function of Director – European Risk Management responsible for foreign exchange risk, insurance and surplus property for Alcoa in Europe.

At the age of 19 Brigitte decided to leave the German speaking part of Switzerland and to cross the infamous "Röstigraben" to live in Lausanne which she never left after meeting her future husband. Bi-national (Liechtenstein / Swiss) she spends her free time reading, at the theatre, in concerts (preferably rock'n'roll) and travelling.