



**President \_ Lisa Parenti.** Entrepreneur, multicultural and passionate for graphic design, Lisa works with a cross-border mindset. Her career started in Milan at Tosi Comunicazione, matured in New York at Pentagram until settling in Geneva where she founded Parenti Design in 1995. Her clients range from public institutions, to NGOs, to the corporate world of private banks, the industry and luxury products and services. Just to name a few, the City of Geneva, the TPG public transportation, the MAHG (Museums of Geneva), IMD Lausanne, Handicap International, Gain Foundation, BNP Paribas, Banque Sarasin, Palace Hotel Gstaad. Among her latest commissions, the global communication for SEIC (Société Electrique Intercommunale de la Côte) for whom the agency won the competition for the company's Corporate Identity and Brand Communication. Lisa is fluent in Italian, English and French. She is married, with one son, and lives between Geneva and Tuscany.



**Co-President & Lunch Events - Treasury \_ Laura Cantini** is a seasoned professional with over 30 years of varied business experience in the auditing, private banking and financial and service industries. First as an auditor, then as client relationship manager and director of client services, her talents enabled her to provide solutions to support front, middle and back offices across several banking organizations. She redirected her career into the human resources field in 2003 and assumed the role of Director of Human Resources of an international bank. Later she also provided freelance coaching and counseling services to executives in career transition. Currently, she is "Head Branch Services Geneva" at Clariden Leu private bank, a position she owes to active networking within the CWF. Laura is a tri-national (Swiss, Italian and American) trilingual (English, French and Italian) and holds a business administration degree from the university of Geneva. Her passions include space travel, scuba diving and gardening.



**VP WAVE & Continuing Education \_ Geneviève Bauhofer.** Enriched by extensive experience in management and people leadership, both abroad and in multicultural environments, Geneviève has held several different functions in banking and IT services. Her mobilizing spirit has enabled her to create new operational structures and to transform crisis situations into innovative projects, defining, organizing and accompanying change throughout all hierarchical levels. Natural leader practicing decompartmentalization, she has lead and promoted sales teams, introduced innovative concepts of sales and marketing enabling a deepening of market share. Passionate about personal development, she has animated numerous seminars fro adults, accompanying them in their professional and private projects. She founded her consulting firm AZI Innovation in Geneva which accompanies private and public sector companies in the creation of results and change management. Geneviève is bi-national French and Swiss and works in French, English, German and Swiss-German.