



Women's Added Value
in the Economy

9th CONFERENCE

**REINVENT YOURSELF.
INNOVATE YOUR CAREER!**

Tuesday, January 30th, 2018
18:00 - 21:30
The Graduate Institute, Geneva





Women's Added Value
in the Economy

REINVENT YOURSELF. INNOVATE YOUR CAREER!

The increasing impermanence of work requires you to change. Are you ready?

Today more than ever before, working life is impermanent. Change is imposed upon us – unemployment, mergers, acquisitions, physical rupture, artificial intelligence – other times we embrace radically new career shifts, following our hearts and taking control of our work lives. Why? Which are the main drivers for career changes? Which are the challenges and opportunities? Are you ready to plan your career differently, or, a variety of careers?

VENUE

The Graduate Institute, Geneva

Auditorium Ivan Pictet - Maison de la Paix
Chemin Eugène-Rigot 2 - 1202 Geneva



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INSTITUT DE HAUTES
ETUDES INTERNATIONALES
ET DU DÉVELOPPEMENT
GRADUATE INSTITUTE
OF INTERNATIONAL AND
DEVELOPMENT STUDIES

TPG buses N° 11 and 28 - Stop: Rigot - **TPG Tram** N° 15 - Stop: Sismondi
Train - Stop: Genève-Sécheron. We recommend the use of public transportation.
Parking is limited (P+R Sécheron).

PROGRAM 2018

17:30 - 18:00

REGISTRATION

18:00 - 19:00

WELCOME

Carine Leu-Bonvin

Head of Career Services
& Alumni Relations (IHEID)

INTRODUCTION

Valentina Gizzi

President CWF

SPEAKERS

Eva von Rohr

Founder, President
Von Rohr & Associates

Sofia de Meyer

Managing Director, Opaline

Silke Pan

Hand bike Athlete
& co-director Canniballoon

Dr Cary Adams

CEO, Union for International Cancer
Control (UICC)

Sylvie Moreau

President, Coty Professional Beauty

19:00 - 20:00

PANEL DISCUSSION, Q&A

MODERATOR

John Zimmer

International Speaker

CLOSING REMARKS

Federica Stoppa & Elsa Ferreira

WAVE Project Leaders

20:00 - 21:30

COCKTAIL DINNER & NETWORKING

SPEAKERS



Eva von Rohr

Founder, President
Von Rohr & Associates

A strong believer in career self-ownership, Eva von Rohr founded Von Rohr & Associates in 1993 to empower individuals to reveal and leverage their potential across change cycles. In a "VUCA" world, characterized by volatility, uncertainty, complexity and ambiguity, career sustainability calls for self-leadership and agility to thrive in the face of disruptive business models and technologies. Eva holds Degrees in Political Sciences and Conference Interpretation from the University of Geneva, prior to obtaining an MBA at IMD, Lausanne. This enabled her to sharpen her entrepreneurial skills and to reinvent her own career, partnering ever since with individuals and organizations to foster talent development, performance and transition.



Sofia de Meyer

Co-Founder,
The Opaline Factory

Born and raised in Switzerland, she pursued her higher education in England. She started her career as a corporate lawyer, working for an international law firm, in London, Milan and Chicago. After working 7 years within multinational

companies, she felt the urge to create her own company, focusing primarily on sustainable development. She founded Whitepod in 2004, an eco-tourism concept, located in Switzerland. This concept won the World Eco-Tourism Award and rapidly triggered the interest of a Swiss entrepreneur who took the company over in 2008. Today, Sofia invests her time and energy in Opaline, a Swiss producer of juices. Opaline is B Corp certified in recognition of her sustained efforts in using business as a force for good.



Silke Pan

Hand bike Athlete
& co-director
Canniballoon

Silke Pan became a trapeze and contortionist artist, with a diploma from the Berlin National Circus School. Performing in circus, cruises and theaters across Europe, she is noticed by Eric Nock (4 century-old Swiss circus dynasty) who becomes her manager. After 20 years of a successful career, a terrible accident leaves her paraplegic. Bringing joy to others is her leitmotiv, thus Silke Pan trains to be a certified balloon artist, creates the Canniballoon company with her partner, and builds the world's largest balloon labyrinth in 2009. In parallel, she does hand bike, becomes world vice champion in 2015,

and collaborates with EPFL to develop a dermoskeleton, with which they together won 4th place at the Ciborg Olympic Games.



Dr Cary Adams

Chief Executive Officer,
Union for International
Cancer Control (UICC)

Dr Cary Adams has an Honours degree and an MBA (with Distinction) from Bath University. He is a Harvard Business School Alumni and has been awarded two honorary doctorates for Health and International Relations. In 2015 he was recognised as CEO of the year at the International Associations Awards. In 2009, Dr Adams made a career change, moving from the management of international businesses in the banking sector to become CEO of UICC based in Geneva. UICC unites the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda.



Sylvie Moreau

President,
Coty Professional
Beauty

Sylvie Moreau is President of Coty Professional Beauty and a member of the Coty Executive Committee. Her \$1.8B division portfolio is home to some of Coty's biggest brand stars: OPI, No. 1 in nails; Wella, No. 2 in hair. A beauty business veteran, she joined Coty in 2016 as part of its industry-leading merger with Procter & Gamble's Specialty Beauty Business. Prior to this, she spent 22 years at Procter & Gamble in a variety of local, regional and international roles, managing iconic brands in 100+ countries. In this role, she led her team to deliver a top and bottom line turnaround. French and Swiss, Sylvie lives in Geneva, with her husband and daughter.



MODERATOR



John Zimmer

International Speaker

John Zimmer is an internationally recognized expert on public speaking, presentation skills and persuasion. With degrees in International Relations and Law, he has extensive public speaking experience in a variety of business and legal forums. His clients include multinational corporations, international organizations and Executive MBA programs. John is a 7-time European champion of Toastmasters public speaking contests. He is regularly invited to events around the world as a speaker, trainer, facilitator or master of ceremonies. John is the co-creator of Rhetoric – The Public Speaking Game™. He also writes a public speaking blog (www.mannerofspeaking.org) that Prezi lists as one of the “Top 100 Online Resources Every Presenter Should See”. John is Canadian by birth. In 1998, he moved to Geneva. In 2013, he acquired Swiss citizenship and thus has dual nationality.

WAVE COMMITTEE

WAVE Committee

Elsa Ferreira

Fabienne Naklé

Natascha Siegrist

Federica Stoppa

ABOUT US



Founded in 1982 in Geneva, the Career Women's Forum (CWF) is a non-profit association reuniting some 300 executive women, representing more than 30 different nationalities, professionally active in all economic, political and social sectors of life.

The CWF's principal goal is to encourage women's professional development through sharing and exchanging of ideas, promote networking, and influence socio-professional life to achieve recognition and status as active and engaged professional women.

To strengthen the Forum's impact and reach, the CWF has developed partnerships with large multinational organizations. Today, 16 Corporate Members sponsor CWF membership for their female executives across the organization.

Career Women's Forum 1200 Geneva
administration@cwf.ch - www.cwf.ch

CORPORATE MEMBERS





WAVE PARTNERS

The CWF especially thanks the following companies for their support:

COTY

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for offering participant's gifts



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RICHEMONT

for offering a Montblanc pen to the speakers



for logistical support

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