



Women's Added Value  
in the Economy

12th CONFERENCE

# TRANSFORMATION: THE ART OF REINVENTING WHERE DO WE MOVE NEXT?

Monday, May 15th, 2023

18:00 - 21:30

The Graduate Institute, Geneva





Women's Added Value  
in the Economy

# TRANSFORMATION: THE ART OF REINVENTING WHERE DO WE MOVE NEXT?

## What does transformation mean to you?

Transformation is fundamental in an ever-changing world and can appear in many forms. Innovation is currently one of the most acknowledged.

How do you define it? How do you experience it? Is it a revolution, an evolution? Or both, a R-evolution?

For some it is a risk leading to resistance towards change. For others, on the contrary, it is an opportunity, a development factor.

Throughout history, all developed economies have put transformation strategies into place to improve lifestyles and levels of productivity. Nowadays, most of the media tend to approach this subject from a transitional angle, referring to the challenges relating to climate, ecological and technological transformation. These issues are interconnected and even inseparable. This is why a transversal approach towards this subject seems essential.

We will put the human being at the heart of this discussion, and examine the impact of the transformation on us.

Conference in English and French, in-person, open to everyone.

## VENUE

### **The Graduate Institute, Geneva**

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

**TPG Buses** N° 11 and 28 - Stop: Rigot - **TPG Tram** N° 15 - Stop: Sismondi  
**Train** Stop: Genève-Sécheron. Parking P+R Sécheron or Place des Nations.

# PROGRAM 2023

17:30 - 18:00

## REGISTRATION

18:00 - 20:00

## WELCOME & INTRODUCTION

**Rodica Rosu Fridez**

Vice-President CWF

## CO-MODERATORS

**Jamila Pradère**

CWF President

**Raphaël Klemm**

"Immoderateur",  
Freelance journalist,  
Singer, Improv

## SPEAKERS & PANEL DISCUSSION

**Isabelle Chappuis**

Executive Director  
Futures Lab | Swiss Center  
for Positive Futures

**Thierry Dime**

Editorial Director of  
"Le Monde Économique"

**Laura Tocmacov Venchiarutti**

Co-Founder & Managing Partner,  
ImpactIA Foundation

**Timm Urschinger**

Partner & Co-Founder  
@ LIVEsciences

**Clara Millard-Dereudre**

Executive Director  
Smart City, SIG

## CLOSING

20:00 - 21:30

## COCKTAIL DINNER & NETWORKING

# WAVE PARTNERS

The CWF especially thanks the following



# SPEAKERS & PANEL DISCUSSION



## **Isabelle Chappuis**

Executive Director - Futures Lab | Swiss Center for Positive Futures

Isabelle Chappuis is a graduate of the University of St. Gallen and has been employed at the University of Lausanne for more than 15 years, where she held various management positions in continuing education within the HEC Lausanne faculty. She is a respected authority on the future of work and has gained recognition for her expertise in the potential impact of AI on jobs. In 2020, she was nominated for the "Forum des 100" on the theme "Post-COVID: can technology save us?", which reflects her passion and knowledge of this subject. She has been published in magazines such as Science Robotics and is the author of the book "HR Futures 2030" which highlights the evolution of the labor market and the workforce. Co-founder of the "Association Futurs", she is also a member of the board of directors of miduca SA, the largest school of continuing education in Switzerland (Ecoles Club Migros).



## **Thierry Dime**

Editorial Director of "Le Monde Économique"

Passionate about communication and member of the International Federation of Journalists, Thierry Dime is the Editorial Director of "Le Monde Économique", a Swiss magazine covering economic information and analysis. Under the signature of experts and consultants, the magazine deals with macroeconomic and business law issues, as well as conducting interviews with business leaders and players to shed light on current economic issues. Furthermore, his work as a journalist has made Thierry acutely aware of the importance of exposing the image of managers to the media. With his team, he has set up media training courses which equip company directors and decision-makers with proven techniques for effectively responding to journalists' questions. A specialist in public relations, Thierry also works with several Swiss and foreign political figures (Auditing their communication - Analysis of opinions and trends - Positioning studies - Support).



## **Laura Tocmacov Venchiarutti**

Co-Founder & Managing Partner, ImpactIA Foundation

Specialised in professional transitions and reconversions, the arrival of artificial intelligence on the scene in 2015 led Laura to train at MIT in Artificial Intelligence & Business Strategy. She is currently pursuing an Advanced Certificate for Executives in Management. Laura co-founded the ImpactIA Foundation with the deep conviction that the impact of artificial intelligence on work has the potential to totally revolutionise the business models we know and that this must be done in the service of all, for a sustainable humanity. As a social entrepreneur, she sees innovation as a way to address unsolved needs in society. The ethics of AI in the workplace is her main focus, which is why she has made it the subject of her PhD (EDBA).



## **Timm Urschinger**

Partner & Co-Founder @ LIVEsciences

Timm is the co-founder of LIVEsciences AG, a radically self-organized company that authentically “walks the talk”. This venture was inspired by his experiences working on change programmes, organizational design and execution, and consultancy for big corporations such as Roche Pharma among others. As agility has become increasingly mainstream, Timm and the team at LIVEsciences are on a mission to unleash people’s potential through self-organization and new ways of working. Through his many experiences, Timm has acquired a wealth of knowledge around people & culture and is exploring in depth leadership and its impact from a human perspective. Timm is also the co-founder of LIVEventures, a venture capital firm investing in the Medical Devices Industry – unleashing the potential of people in another impactful way.



## **Clara Millard-Dereudre**

Executive Director Smart City, SIG

Clara Millard Dereudre is a pragmatic visionary driven by the evolving role of business to address sustainability challenges. She joined Services Industriels de Genève (SIG) in January 2021 as Executive Director Smart City. Smart City's organization, with 450 collaborators, stands at the heart of SIG's strategy to move towards a sustainable and connected society. Prior to joining SIG, she has held various leadership positions at The Dow Chemical Co., in her last role, as Global Director of Strategy, Marketing and Sustainability for the Industrial Solutions business, she was also member of Dow's Global Corporate Commercial Leadership Team as Corporate Marketing Fellow and Business Sustainability Champion promoting sustainable business models and innovations. She has a solid and extensive experience in managing industrial profit centers, leading multidisciplinary teams, accelerating innovation as well as transformation strategies. A graduate of the EDHEC Business School in France and an Executive MBA from the University of Northwood in Michigan-USA, she is teaching sustainability marketing & management to masters' students and is also very active in several boards and association (FONGIT, HEG Genève, Smart Data Energy, Luminotechnique SA, ABA Partenaires SA, Greenbuzz) with an aim to advance a sustainable development.

# MODERATORS



## **Jamila Pradère**

CWF President

With a background in Law, Taxation and Finance, Jamila Pradère is the current Head of Private Banking at BCGE. For the last 25 years she has been advising a diverse array of Swiss and International clients by providing them with tailor-made tax and financial expertise based on the global analysis of their assets and objectives. Passionate about human relationships with high family core values, Jamila loves learning, sharing experiences, building solidarity, connecting people and creating opportunities through networking. She has been involved in various professional and cultural associations, actively contributing in the Women on Board (WOB) and last Women's Added Value in the Economy (WAVE) initiatives within the CWF. Today, Jamila is the CWF President and continues the legacy of integrating transformation by welcoming the Youth Generation to CWF.



## **Raphaël Klemm**

Artist, speaker, songwriter

A well-rounded musician, he writes, composes, sings and plays the guitar. But he is also and above all a performer, who likes to take the stage and give the floor. A witty speaker who knows how to combine deep substance and fun form. For him, boredom is a personal enemy that he must fight with all his strength. Much to our delight!

# ABOUT US



Founded in 1982 in Geneva, the Career Women's Forum (CWF) is a non-profit association bringing together more than 300 women executives, representing more than 30 different nationalities, professionally active in all economic, political and social sectors. The main objective of the CWF is to encourage the professional and personal development of women through the sharing and exchange of ideas, to promote networking and to influence socio-professional life. To strengthen its impact, the Career Women's Forum has also developed partnerships with major Swiss and multinational organizations. Today, 23 Corporate Partners sponsor and support the association.

## CWF WAVE ORGANISATION COMMITTEE

Jamila Pradère, Rodica Rosu Fridez, Alma Guezzou, Christelle Patriarca, Stefania Di Cecca, Gisèle Champion, Mariama Raulet, Monica Monet, Marianne Zutter.

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# CORPORATE MEMBERS SPONSORS

