

Women's Added Value
in the Economy

14th CONFERENCE

TRUST IN AN EVER-CHANGING WORLD

Wednesday, 19 March 2025

18:00 - 22:00

FER - Fédération des Entreprises Romandes,
Geneva





Women's Added Value
in the Economy

TRUST IN AN EVER-CHANGING WORLD

In an era of unprecedented technological innovation, shifting social dynamics, and an increasing demand for authentic leadership in business and beyond, the world is in a constant state of flux. But how do we ensure that progress and innovation are inclusive, safe and sustainable? What role does trust play in a world of constant change?

The Women's Added Value to the Economy (WAVE) 2025 explores the central role of trust in shaping a dynamic and human-centered future. With insights from industry and academia, this conference offers thought provoking discussions, practical takeaways and engaging networking opportunities, as we explore key strategies to foster meaningful change.

Highlighting the importance of trust as a cornerstone of our society, this conference focuses on the key pillars of digital innovation, sustainability and leadership today, sparking ideas, inspiration and action to shape tomorrow's future.

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

VENUE

FER - Fédération des Entreprises Romandes

Rue de Saint-Jean 98, 1201 Geneva

TPG Buses N° 1 and N° 7 - Stop: Mercier - **TPG Tram** N° 15 - Stop: Mercier
Train - Stop: Gare Cornavin - **Parking** Public parking: Parking Seujet

PROGRAM 2025

18:00 - 18:20

REGISTRATION & WELCOME DRINKS

18:20 - 18:30

OPENING

Introduction by **Stefania di Cecca**,
President of Career Women's Forum

MODERATOR

Benoit Greindl

Resilience Institute CEO

18:30 - 20:00

OPENING KEYNOTE

Lennig Pedron

CEO Trust Valley initiative, Program
Director EPFL Innovation Park

PANEL 1

In Digital We Trust

Bahar Sandal

WomenInTech® Switzerland,
Romandie Ambassador

Alexandre Jotterand

Partner at id est avocats, Member of
the Digital Trust Expert Group

PANEL 2

In Sustainability We Trust

Natalia Olyneć

Chief Sustainability Officer, IMD Center
for Sustainable and Inclusive Business

Eric Enselme

Former Supply Chain VP at P&G,
Board Advisor

PANEL 3

In Leadership We Trust

Dr. Mara Catherine Harvey

Group Executive Board Member,
VP Bank, CEO of SmartWayToStart

John Antonakis

Professor of Organizational Behavior
at UNIL, Leadership Expert

20:00 - 20:30

Q&A SESSION

CLOSING & THANKS

Rodica Rosu Fridez

WAVE Organization Team Leader
& CWF Committee Member

20:30 - 22:00

NETWORKING & COCKTAIL

KEYNOTE SPEAKER



Lennig Pedron

CEO Trust Valley initiative, Program Director EPFL Innovation Park.

Lennig Pedron is an entrepreneur with deep expertise in emerging technologies, digital trust economy and cybersecurity. She is CEO of the Trust Valley, a leading center of excellence in Switzerland, President of the NGO iCON, multi-board member, program director and board member at EPFL Innovation Park, she co-authored “Les Fondamentaux de la gestion de crise cyber”, a key reference book on cyber crisis management. In 2023, Lennig was elected Executive Leader and “European Cyber Woman” as a most influential person in the industry.

MODERATOR



Benoit Greindl

Resilience Institute CEO.

Benoit Greindl is an entrepreneur dedicated to purpose-led business. With a background in building successful ventures like DBAssociates (Brussels) and Realys Group (Shanghai). He is the co-founder and chairs Montagne Alternative (montagne-alternative.com), a seminar center in the Swiss Alps and the first B Corp in Switzerland. He currently leads Resilience Institute (resiliencei.com), a global consulting firm that helps organizations cultivate human resilience at work. Resilience Institute is B Corp Certified. Benoit is also actively involved in nonprofits promoting regenerative business models.

DISTINGUISHED PANELIST



Bahar Sandal

WomenInTech® Switzerland, Romandie Ambassador.

Bahar Sandal, an accomplished Innovation Director and EPFL Alumni, is a visionary leader passionate about advancing diversity and strategic leadership in technology. With a career spanning Microsoft, Salesforce and Confluent, she has excelled in roles that combine technical expertise with business acumen, driving digital transformations and forging impactful C-level relationships. Bahar has consistently delivered results, from closing complex enterprise deals to spearheading global data and AI strategies for the CPG and Pharma industries. As a board member and Head of Partnerships for Women in Tech, she champions gender diversity, expanding her influence to inspire meaningful change across the industry. Recognized for her ability to navigate both large organizations and agile environments, Bahar continues to shape the future of technology through innovation, empowerment, and strategic vision.



Alexandre Jotterand

Partner at id est avocats, Member of the Digital Trust Expert Group.

Alexandre Jotterand, AIGP, CIPM, CIPP/E, Attorney-at-law, Partner at id est avocats, is admitted to practice in front of all Swiss courts, specializing in technology and data management. He assists companies, innovative startups, and healthcare & life science providers navigate the complexity of these fields, both from a legal, regulatory and management perspective. His fields of expertise include IT, advanced & frontier technologies (AI, blockchain, smart HealthTech, etc.), privacy/data protection laws (Swiss law and GDPR), cybersecurity, life sciences, intellectual property/open source, and commercial transactions. Alexandre is a board member of the Swiss Data Protection Officer Association (ASDPO) and a member of the Digital Trust Expert Group of the Swiss Digital Initiative. He is certified in artificial intelligence governance (AIGP-IAPP), in cybersecurity (CC-ISC2) and acts as a trainer for specific IAPP-accredited courses.



Natalia Oly nec,

Chief Sustainability Officer, IMD Centre for Sustainable and Inclusive Business.

Natalia Oly nec is Chief Sustainability Officer at the International Institute for Management Development (IMD) in Switzerland where she develops executive education programs, publishes thought leadership, fosters cross-sector partnerships, and communicates at global fora. She supports the development of Chief Sustainability Officers and co-leads the Business Schools for Climate Leadership initiative. Her leadership in IMD's sustainability governance and operations has resulted in an Ecovadis Gold rating. Natalia also serves as a Non-Executive Director of Jeronimo Martins where she sits on the Corporate Governance and Corporate Responsibility Committee. Natalia has completed IMD executive education programs, holds a Master's in Public Administration from the National University of Singapore and an Honors Bachelor's degree in Political Science from McGill University. She has lived in the US, Canada, Switzerland, Singapore, and Eastern Europe.



Eric Enselme

Former Supply Chain VP at P&G, Board Advisor.

Eric is an independent Board Advisor who provides strategic guidance to executives, investors, and institutions. His advisory services focus on transformational leadership, notably Digital and Sustainable Supply Chain, Innovation Management, Organization Performance Models, and promoting male involvement in Gender Equality. His thought leadership has earned him invitations to major industry events, including the Annual Meeting in Davos. Eric spent three decades at Procter & Gamble (P&G), where he last served as Global Vice President, leading the Innovation Program Management Office and spearheading the Supply Chain Digital Transformation for P&G's largest sector, Fabric & Home Care (F&HC). Eric recently served as an Executive Fellow at the World Economic Forum's Centre for Advanced Manufacturing and Supply Chains and co-authored numerous landmark white papers on digital, resilient and sustainable industry transformation. Eric is passionate about leading transformation, developing talent, and promoting gender equality.



Dr. Mara Catherine Harvey,

Group Executive Board Member, VP Bank,
CEO of SmartWayToStart.

Dr Mara Catherine Harvey is a senior leader in finance with over 25 years' experience in Wealth Management and has supported ultra-high net worth families to make an impact with their wealth, and has driven an award winning, global transformation program to facilitate female financial participation. She is the recipient of the Financial Justice Champion Award from The Bridge, Berlin, in 2018 and the Hidden Figures Diversity Ally Award by TechFace in 2024. She is the author of "Women and Risk: Re-writing The Rules" and "A Smart Way To Start", a rhymed book series for children which has been published by the UN and translated into Swahili. Dr. Mara Catherine Harvey holds a doctorate in Political Economy from Fribourg University, and speaks English, Italian, French and German fluently. She currently serves as CEO of [Smartwaytostart.com](https://www.smartwaytostart.com), and Vice-Chairwoman of the Supervisory Board of VP Bank Luxembourg SA.



John Antonakis

Professor of Organizational Behavior at Unil,
Leadership expert.

John Antonakis is Professor of Organizational Behavior in the Faculty of Business and Economics of the University of Lausanne, Switzerland. John's research is currently focused on charisma, leadership as well as on research methods. He has published articles in many prestigious journals including Science, Nature Human Behavior, Psychological Science, Management Science, Journal of Management, and Harvard Business Review, among many others. John is former Editor in Chief of The Leadership Quarterly. His research is regularly quoted in the press and various media outlets including the New York Times, The Wall Street Journal, Financial Times, The Guardian, NEWSWEEK, TIME, BBC News, The Economist, Forbes, The New Yorker, Fast Company and many news sources, including TV and Radio.

ABOUT US



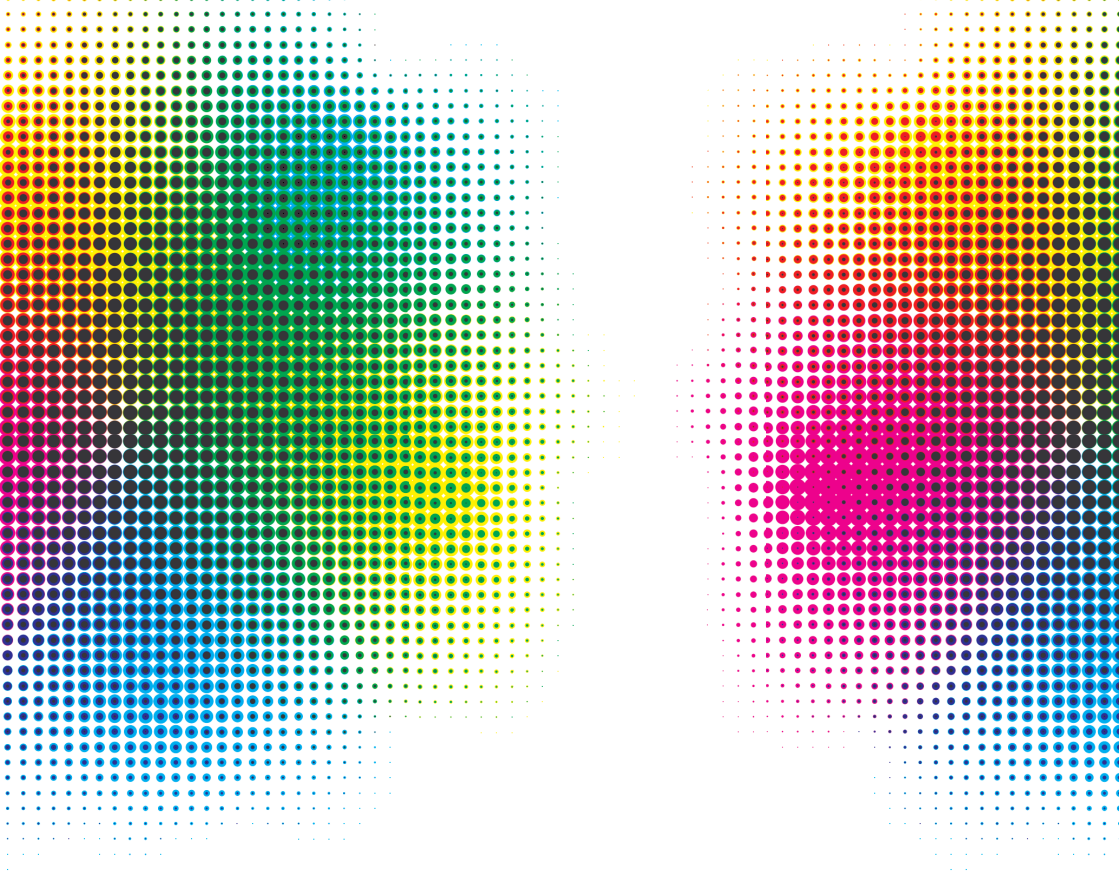
Founded in 1982 in Geneva, the Career Women's Forum (CWF) is a non-profit association bringing together more than 300 women executives, representing more than 30 different nationalities, professionally active in all economic, political and social sectors. The main objective of the CWF is to encourage 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 ORGANIZATION TEAM

Anoushka Boodhoo
Coralie Berrocal-Planchat
Daniela Casetta
Gisèle Champion
Simiso Dlodlo
Christine Gilliéron
Vanessa Loparco
Rodica Rosu Fridez
Marianne Zutter

CORPORATE MEMBERS





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