

*"I translate complex social change — gender, age, language, power — into clear, actionable frameworks for leaders and teams."*



## **Claudia Vaccarone**

### **BIOGRAPHY**

Claudia is an Inclusion Strategy Advisor and Executive with over 20 years of international experience, specialising in organisational culture, inclusive communications, and diversity strategy across corporate, international, and media sectors. Based in Geneva, she works with senior leadership teams to build the conditions for more equitable, high-performing organisations.

## **Intergenerational Collaboration & Ageism**

Claudia is a recognised advocate for intergenerational collaboration, supporting corporate organisations in articulating their age equity strategies, and writing extensively about ageism and "graywashing" — the gap between age-inclusion rhetoric and real organisational change. She is a contributing author to the LSE Inclusion Initiative blog, where she has written on ageism in organisational contexts. Her broader understanding of how bias becomes embedded in systems and culture is further informed by her AI and Ethics certification from the London School of Economics (LSE, 2024).

## **Organisational Culture & Inclusive Communications**

She regularly advises and trains leadership, HR, and communications teams on embedding inclusion into culture, language, and practice. Her Geneva-based clients include the World Meteorological Organization (WMO), the Geneva Academy of International Humanitarian Law and Research, Consumers International, RTS, and Pfizer. Internationally, she has worked with Kearney, SkyTeam, Flex, and Intelsat, always in cross-functional, multicultural contexts.

Her inclusive communications work has produced measurable results: a methodology she developed for **SWI Swissinfo**, a 10-language digital news outlet, led to the newsroom adopting a "zero tolerance for masculine generic" policy and earned the **2023 IBC Social Impact Award**.

## Senior Leadership & Global Experience

Prior to her advisory practice, Claudia served on **Netflix**'s EMEA Inclusion Strategy Team, where she localised the Global Strategy and led Inclusive Leadership programmes for six regional markets. Before that, she was Head of Diversity Programmes at the European Broadcasting Union (**EBU**) in Geneva, where she authored the influential ***All Things Being Equal*** gender equality guidelines and launched sector-wide gender equality campaigns. Earlier, as Director of Global Market Research at **Eutelsat** (Paris), she led institutional research on media distribution and early consumer adoption of UHD/4K and co-founded EutEllesSat, the satellite industry's first women's network.

She is a former Executive Board Member of **IABC** and an active member of Women in AI Switzerland and European Women on Boards (EWOB).

## Education

Claudia holds a MSc in Public Relations, Golden Gate University (San Francisco) and an Executive Education in Marketing from HEC Paris.

She obtained her BA in Communications at Seton Hall University (USA) and her latest certification is in AI and Ethics, London School of Economics (2024)

A trilingual Italian native, Claudia lives in Geneva and is a former professional volleyball player.

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