

**Digital Transfer Conference:
Critical Gender and Diversity Knowledge. Challenges and Prospects.****November 20–21, 2020**
www.gender-diversity-knowledge.ch

The conference „Critical Gender and Diversity Knowledge. Challenges and Prospects“ discusses questions of knowledge building in gender and diversity research, equality politics and diversity management.

Thematic field: Women in leadership positions

In organizations, gender and diversity contribute greatly to creativity and innovation. In recent years, an increasing number of women have reached high hierarchical positions in various areas. This thematic field aims at bringing together women in leading positions from higher education as well as various other fields and researchers to discuss women's journeys to leadership in organizations. As other categories of difference also influence the organizational success, the thematic field asks in what ways these categories influenced women's career paths and what organizational measures facilitate their advancement.

Women leaders in academia and business

Saturday, 21.11.2020, 13:30-15:30

Registration: www.gender-diversity-knowledge.ch/registration (Track 4 / Panel 4.4)

Our panel provides an excellent opportunity to learn about: leadership experiences from women top leaders, what institutions can do to increase the number of women in senior leadership roles, how the meaning/understanding of leadership has to change that leading expert organizations become more attractive for women, and best practices across the different sectors: what works?

More: www.gender-diversity-knowledge.ch/4-4-women-leaders-in-academia-and-business

- 13:30 Chairs**
- Dr. Christiane Löwe, President IDEAS - Inclusion, Diversity and Equality Association of Swiss universities, Head Gender Equality and Diversity, University of Zurich
 - Prof. Dr. Gudrun Sander, Director Competence Centre for Diversity and Inclusion, University of St. Gallen

- Speakers**
- Dr. Mihaela Falub, H.I.T. Program Manager, University of Zurich
Towards achieving gender equality in the Swiss Higher Education management: H.I.T. Program
 - Alkistis Petropaki, General Manager
Advance, The Advance Formula to move the needle in Swiss Business towards gender parity
 - Prof. Dr. Gudrun Sander, University of St. Gallen
Special requirements in leading expert organizations

14:00 Women leaders in academia and business: challenges and chances (moderated panel)

- Panelists**
- Prof. Dr. Diana Ingenhoff, University of Fribourg
 - Prof. Dr. Gudrun Sander, University of St. Gallen
 - Alkistis Petropaki, Advance
 - Larissa Bieler, SWI swissinfo.ch

Moderator Eleanor Tabi Haller-Jorden

15:00 Q&A



Larissa M. Bieler is director and editor-in-chief of SWI swissinfo.ch, as well as member of the board „Swisstxt“ in Biel/Bienne. SWI swissinfo is the international online service of the Swiss national broadcasting corporation in Berne, publishing in ten languages. Larissa studied German literature and linguistics, management and economics as well as political science at the University of Zurich. Her expertise lies in the topics of direct democracy (#DearDemocracy), ethical issues and feminism, and as a linguist, in issues around the meaning and power of language.



Dr. Mihaela Falub is manager of the H.I.T. Program, the first nationwide leadership program for female professors in Switzerland. Mihaela has strong academic qualifications, a broad international background, and a valuable experience in project management.

After a Phd in Physics in Germany, she held postdoctoral positions in universities and research institutions in the Netherlands and Switzerland. Later Mihaela moved into the so-called „third space“ in academia, focusing specifically on the progression of women’s academic careers. In 2018, she joined the Office Gender Equality and Diversity at the University of Zurich.



Eleanor „Tabi“ Haller-Jorden, President and CEO of the Paradigm Forum GmbH, is a recognized voice in the fields of women’s leadership, workplace design, talent innovation and social justice within the organizational context. With over two decades of

high-level experience in the public, private and academic sectors – most recently at Catalyst as Senior Vice President Global Learning and General Manager of Catalyst Europe – she is a frequent media contributor, lecturer and speaker. Among her numerous board and advisory roles, Ms. Haller-Jorden is a Global Fellow Emeritus, Wilson Center; the Strategic Advisor to EDGE Strategy AG and a Global Ambassador to the Vital Voices Global Partnership. In April 2013, she was appointed Visiting Scholar at IMD.



Prof. Dr. Diana Ingenhoff is a full professor of organizational communication and public diplomacy, and is Executive Director at EUPRERA (European Public Relations Education and Research Association). She is the founder and past chair of the first International Communication Association’s Public Diplomacy Interest Group and was ICA board member. Also, she was vice-dean of the Faculty of Economics and Social Sciences,

and president of the DCM Department of Communication and Media Research both at the University of Fribourg. From 2014-2019 she was president of the Swiss Association of Communication and Media Research (SACM).



Dr. Christiane Löwe joined University of Zurich in 2015 as Head of the Office Gender Equality and Diversity. She was previously Representative for Equal Opportunities at the Swiss Federal Laboratories for Materials Science and Technology, EMPA. Christiane has a PhD in Chemistry and a broad expertise in polymers science. She was group leader of the polymer composite group at EMPA for more than two decades. Christiane has an extensive knowledge in gender equality and career promotion in academia, being active in several national cooperation programs. She is also President of IDEAS, the Inclusion, Diversity and Equality Association of Swiss universities.



Alkistis Petropaki has joined Advance as General Manager in 2015. She has more than 20 years experience in leading positions in well-known FMCG companies like e.g. L’Oréal, Nestlé, Mövenpick and Lindt & Sprüngli. Before joining Advance, she was the

Country Manager of Yves Rocher in Switzerland. She has a University degree in business and psychology and holds an MBA from ESCP-EAP. Alkistis strongly believes in the benefits of mixed-gender teams for society, for organizations as well as for individuals. With her engagement with Advance, she is convinced to be able to make an impact in the Swiss economy.



Prof. Dr. Gudrun Sander is Adjunct Professor of Business Administration with a special emphasis on diversity management at the University of St. Gallen, and Director Competence Centre for Diversity and Inclusion and Academic Director Executive School.

She founded the „Women Back to Business“ programme and is responsible for the St. Gallen Diversity Benchmark and – together with Advance - for the Gender Intelligence Report.