



**BPW SWITZERLAND**  
Business & Professional Women

# National Young BPW Day 2018

## Modern Working World: Women and Start-ups

**Saturday, April 21st 2018, 10 am – 16:30 pm, Bern**



### ■ Program

- 10:00 Registration and Coffee
- 10:15 Opening remarks, Joana Torres
- 10:30 **From Fintech Start-up to Multi-National Company – My Experience**  
Sandra Frank Dudler
- 11:30 **Pitch like a Pro! – Workshop, Part 1**  
Renate Bachmann
- 12:30 Network Lunch
- 14:00 **Being, Becoming and Growing – Lessons Learned from Starting two Companies**  
Frederike Asael

### 14:30 **Pitch like a Pro! – Workshop, Part 2**

- Renate Bachmann
- 15:30 Network Coffee Break
- 16:00 Closing remarks, Joana Torres

### ■ Location

Welle 7 Workspace  
Schanzenstrasse 5  
CH-3008 Bern

### ■ Language

English

### ■ Sign up at [www.bpw.ch](http://www.bpw.ch)

The event is open to **all** BPW members, prospects and non-members. Number of participants is limited.

- CHF 120.00 for BPW members
- CHF 160.00 for prospects and non-members
- CHF 100.00 for students ("Legi" copy required)

Fee including lunch and two coffee breaks

Signing up is binding. We will send you a bill. A cancellation after April 6th 2018 or missing notice of signing off means the full fee is payable.

BPW Switzerland  
Badenerstrasse 255  
CH-8003 Zurich

Phone 044 948 23 20  
[sekretariat@bpw.ch](mailto:sekretariat@bpw.ch)



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Sandra Frank Dudler

### ■ Women and Start-ups

A start-up is a small business that has just been started. Every company lives the first stage of development differently and each start-up holds the promise of success. Women are and have always been an important driver of entrepreneurship and innovative ideas. This National Young BPW Day is about the experiences and journeys of successful women.

#### **Sandra Frank Dudler**

is Global Head Marketing at Leonteq Securities AG. In 2007 Leonteq (former EFG Financial Products) was founded by four partners, and she was amongst the first 35 FTEs who have been hired by the founding partners. Since then she is in charge of Marketing and part of the company's growth in a rapid pace. Leonteq is a so-called FinTech company active in the finance and technology sector with a focus on the structured products segment. The company has ten offices and subsidiaries in nine countries, through which it serves over 30 markets. Since its IPO in October 2012 Leonteq is listed on the SIX Swiss Exchange.



Frederike Asael

#### **Frederike Asael**

holds a Master of the University of Cambridge in Environment, Society and Development. Frederike has worked in different continents and held several exhibitions. She has been a freelance photographer for four years before she decided to co-found the Impact Hub Bern with five other young entrepreneurs in 2016. She is passionate about what lies beneath the surface and reflecting the light in her photographic work.

### ■ Workshop – Pitch like a Pro!

For every start-up and every new business idea talking about it and presenting to potential partners, investors and customers is key. In this workshop session you learn how to pitch your idea, business or start-up. By using methods familiar to Broadway actors you will experience a new way of creating confidence and convince with a short speech.

#### **Renate Bachmann**

is Senior Sourcing Initiatives Leader at General Electrics Switzerland. She is a highly energetic global citizen, who is not an immigrant or expat, instead a world roamer in pursuit of personal and professional happiness and goals. Having recognized through mindfulness and care for the world and the environment we live in, that we need to enable people to give them a purpose. Lived and visited over 40 countries, speaks 5 languages and has professional experience for 20+ years in industries such as IT, FMCG, Industrial and Hospitality. She is passionate about the development of women, serves as an active participant of the BPW network and other women in Tech, IT and Startup councils.