

# Women's Panel

29th April - 20h - Online  
Join us by registering on  
[junior-enterprises.ch/events](http://junior-enterprises.ch/events)

Objective appreciation of men's value and women's value has come a long way in recent years. But even now, we are still prone to quickly put men in the spotlight at the cost of sidelining women. Therefore, we decided to create an event where three amazing and successful women talk, among others, about their career path, their successes, and their challenges. There will be an hour panel discussion, followed by a thirty-minute Q&A session, where you will be able to ask questions to the speakers.

## The Panel



### Katya Starovoit

Mrs Starovoit is currently Commercial Director of DJEVA Production SA, a company specialised in the production of synthetic gemstones. Before that, she held senior positions in Sales, Marketing and Business Development in the luxury hotel industry on the international level, for 16 years, in various hotels such as La Reserve Genève, Hotel d'Angleterre Genève, Red Carnations Hotels, Royal-Riviera Hotel in St. Jean Cap-Ferrat, and Marriott Hotels.



### Nicola Winzenried

40 years of travelling, living, studying, and working in different countries and coming from a multicultural background gave Mrs Winzenried enough fascinating examples which led her to want to understand more about the influences of cultural differences and study Intercultural Communication. A couple of years later she founded her own organization and continues to be passionate about the subject and how these differences have an impact when travelling, living, and working in different countries and when leading and managing in multicultural environments.

One of the areas she has become increasingly aware of and interested in is gender biases and inequalities and the implications these had on her career and the education of her children.



### Johanna Dayer

Mrs Dayer is Managing Partner at Clos de Tsampéhro, a premium organic boutique winery in Switzerland and Project Manager of fine food Products at the State of Valais. She's also a lecturer at CREA Geneva and Wyschule and a beverage specialist columnist in the TV show "Amuse-Gueule" airing on RTS. She is preparing for the final exams to become a Master of Wine, the most respected title in the world of wine. Thus, making her the first Swiss woman to have this prestigious title.

## The Moderator



### Céline Arethens, 26

EPFL & HEC Lausanne Alumni, co-founder & CEO of ISTIA Digital Solutions  
After a few years in the finance and technology industry, she decided to create her own consulting company on digital transformation and marketing. Today she advises big and small companies on how to optimize their internal processes with digital solutions while promoting themselves on the web.