

Welcome!

Role Models -
Learn from Leaders at the Top



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Share your thoughts



@weshapetech



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Role Models

“Seeing is Believing”

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Agenda

- Intro WST & AWS & WellDev (10')
- Panel discussion (70')
- Q&A (20')
- Apéro & Networking

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At WST we
empower women
by **transforming**
potential into
actions and
talent into
leaders, fostering
Diversity and
Inclusion in Tech
and Innovation.



60

Role Models

6

Board Members

64

Events

1,778

Members

6,853

Followers



Support female talent
through our network and
empowerment.



Make females in tech
visible providing
inspiration and role
models.



Share and transfer
knowledge to learn from
each other.



Create social awareness
and fuel the dialogue on
diversity.

Partners

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Amazon Web Services Switzerland -
Event sponsor



WellDev

WellDev -
Location sponsor

“Amazon strives to be Earth’s most customer-centric company, Earth’s best employer, and Earth’s safest place to work.”

<https://www.aboutamazon.com/about-us>



Diversity, Equity and Inclusion

How we hire & develop the best talent

Amazon works to identify the best talent from all backgrounds

Global affinity groups currently

Amazon has 13 affinity groups which bring Amazon Employees together across businesses & world locations

Empowering diverse entrepreneurs

Through our technology, Amazon enables our sellers, creators & builders from all backgrounds

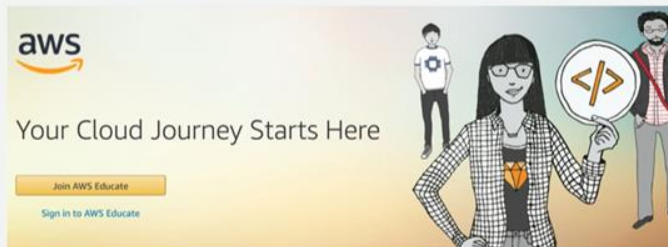


See more: <https://www.aboutamazon.com/workplace/diversity-inclusion>



Excerpt of our AWS initiatives

AWS Educate



AWS Get IT



AWS re/Start



We Power Tech





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Let's start our
Panel discussion!

Yvonne Bettkofer

- Telecommunications Engineering and MBA
- Since 2006 in Switzerland with husband and three sons
- Before joining AWS, spent over a decade at Microsoft in various roles
- Advisory board member for several startups and associations with Africa-focus
- Today, AWS GM Switzerland

Claudia Pletscher

- International relations and Law, later an MBA
- In Tech over 20 years, fascinated about business model innovation
- Pushing digital transformation at Swiss Post for last six years
- Today, member of board of directors and digital advisory (e.g. Metall Zug)
- Moves with her partner to Bern

Friederike Hoffmann

- Politics, International relations and Business administration
- PhD research on business model innovation and design thinking
- Biotech and Tedtech in Berlin
- Today, B2B Telco business at Swisscom and member B2B management board
- Lives in Zürich with husband and baby

Cathy Rogerson

- English language and economics in the US
- Fascination for econometrics and advanced analytics
- Prior to Europe, partner at PWC and economist US Postal service
- Today, partner at IBM Consulting for CPG, retail, pharma, travel & transport and agribusiness
- Lives in Lausanne with husband, and has a son working in US



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Your path & main
reasons ending up
in **Tech.**



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Diversity in Tech.

Why is it important, why not?



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Challenges in leadership positions. Examples.



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How did you improve
your leadership
skills?



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Career and family. How to inspire your kids?



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Key learnings of being
a board member.

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The power of
storytelling.



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Career path: Planned vs. by coincidence

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Q&A

Imagine. Build. Succeed.



What we do

Software Engineering

Our Services

- Extended Workbench
- Managed Applications
- Professional Services (e.g. Consulting, PM, ...)

Locations

Zurich Airport, Switzerland

Dhaka, Bangladesh

Invermere, Canada

Graz, Austria

Cape Town, South Africa

Crew Members: 100+

Women Career Start Program



Some of our clients



Basler
Kantonalbank

Eurowings

mobility
car sharing

wincasa

WISECA
card services



JUMBO
DO IT • DECO • GARDEN



MIGROS BANK



ringier
axel springer

SCOUT 24





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Share your **feedback**
with us!

Post-it
or
geraldine@weshape.tech

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Thank You & **Enjoy** the Apéro!