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Tuesday,  
11 March 2025

Restaurant-Hôtel du  
Parc des Eaux-Vives

Geneva,  
Switzerland

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# MyPhy Women's Leadership Conference

**2025 Programme**



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## Welcome

### Welcome to the 5th Annual Women's Leadership Conference!

In these challenging times, we find ourselves navigating uncharted territories and facing unprecedented global challenges. It is during such moments that the power of collaboration, resilience, and leadership shines brightest. Today, as we assemble this distinguished group of women leaders, we recognize the invaluable contributions each of you makes in your respective fields.

Your presence here is a testament to your unwavering commitment to excellence, your determination to overcome obstacles, and your ability to inspire positive change. As we embark on this journey together, let us celebrate the diversity of thought, experience, and expertise that each of you brings to the table.

This conference serves as a platform not only for the exchange of ideas but also as a reminder of

the collective strength we possess when united. Through your leadership, you are not only shaping the present but also influencing the course of the future.

Together, let us embrace the challenges ahead with courage, creativity, and compassion. May the connections formed and ideas shared during this conference lead to innovative solutions that will propel us forward. You are all remarkable women leaders here today. Your presence enriches this gathering, and we eagerly anticipate the transformative impact our collective efforts will have on the world.

**We look forward to a wonderful day of celebration.**

*Susan Baragwanath*

*Cassandra Burgess*

**Susan Baragwanath  
& Cass Burgess**

Co-chairs, Women's Leadership Conference

# Message from MyPhy

Dear Leaders,

## Welcome to the 5th Annual Women's Leadership Conference in Geneva.

At MyPhy, one of our core missions is to elevate women's leadership as a powerful force for change. We believe leadership should be rooted in care, trust, and unity—bringing people together rather than dividing them. Performance, collaboration, and kindness are not just compatible; they strengthen one another.

This is why, year after year, we bring together extraordinary leaders from around the world—to cultivate, amplify, and celebrate the impact of women in leadership.

Today, we will be inspired by remarkable journeys, gain meaningful insights, and walk away with fresh perspectives. We will form new relationships, exchange practical guidance, and ignite a renewed sense of purpose. More than anything, we will leave with a shared commitment—to grow, to uplift, and to lead in ways that empower others along the way.

**This is our purpose.  
It is also what drives us forward.**

On behalf of the entire MyPhy Team, we extend our deepest gratitude for your presence today. We are truly honoured by your support. May this day be enriching, fulfilling, and the beginning of even greater collective progress.

With warmest regards,



**Jonathan Cave**  
Founder & CEO



## Biographies Co-Chairs



**Susan Baragwanath**  
Conference Co-Chair

Susan is an authority in Women's Leadership. She has had extensive international experience in education and criminal justice and has mentored dozens of women from all walks of life. She has organised international strategic programs for Women's Leadership in London, chaired international search committees for outstanding women leaders, and is a Distinguished Eisenhower Fellow. In 2005, she received the highest academic award in the Humanities, Doctor of Letters, for education reform of school-age mothers in New Zealand.



**Cassandre Burgess**  
Conference Co-chair

Cassandre (Cass) Burgess is Head of Operations and Finance of MyPhy. She is a public speaking coach and workshop facilitator. She regularly teaches classes including Project Management and Leadership for Bachelor and Master's students. Originally from South Africa, she has extensive experience in the mining industry and in finance, having worked with key players in both sectors. With a passion for developing leadership in young people and empowering them to reach their potential, Cass is active in multiple associations and community groups in the Geneva region.

# Agenda



## Morning Session

TIME	DESCRIPTION	WHO
8:15	Arrival & Morning Coffee	
8:30	Welcome	<a href="#">Cassandra Burgess</a> / <a href="#">Jonathan Cave</a>
8:40	Table Discussion	<a href="#">Cassandra Burgess</a> / <a href="#">Jonathan Cave</a>
8:55	Introduction to Keynote Interview	<a href="#">Susan Baragwanath</a>
9:00	<b>Keynote Interview</b>	<a href="#">Pilvi Torsti</a> interviewed by <a href="#">Simone Duarte</a>
9:45	Introduction to Panel Discussions	<a href="#">Cassandra Burgess</a>
9:50	<b>Panel 1:</b> Women Leading the Way: How to Make it Happen	<b>Moderator:</b> <a href="#">Jonathan Cave</a> <b>Panellists:</b> <a href="#">Astrid Dauverné</a> , <a href="#">Caroline Widmer</a> , <a href="#">Sofia de Meyer</a>
10:35	Coffee Break	Delegates & Conference Team
10:55	Your Voice is Your Power	<a href="#">Helen Woolner</a> and <a href="#">Lania Taoalii</a> interviewed by <a href="#">Susan Baragwanath</a>
11:35	Introduction to Guest Speaker	<a href="#">Cassandra Burgess</a> / <a href="#">Jonathan Cave</a>
11:40	Mythbusting Meritocracy	<a href="#">Jessica Weiss</a>
12:15	Group Photo	
12:20	Lunch & Networking	Delegates & Conference Team

## Afternoon Session

TIME	DESCRIPTION	WHO
13:35	Meditation	
13:45	<b>Panel 2:</b> Courage In Action: Navigating Challenges with Purpose	<b>Moderator:</b> <a href="#">Cassandra Burgess</a> <b>Panellists:</b> <a href="#">Victoria Rey-de Rudder</a> , <a href="#">Khulan Berger</a> , <a href="#">Anne Lesueur</a>
14:35	Introduction to Workshops	<a href="#">Cassandra Burgess</a>
14:40	<b>Workshop Session 1</b>	
15:30	Afternoon Tea and Networking	<a href="#">All Participants</a>
16:00	<b>Workshop Session 2</b>	
16:50	Table Discussion	
17:10	Survey, Wrap up & Closing Remarks	<a href="#">Cassandra Burgess</a> / <a href="#">Susan Baragwanath</a>
17:30	Conference Close	
17:55	Post-Conference Drinks	<a href="#">Jonathan's House</a>



**Dr. Pilvi Torsti, is a Finnish education expert working as the Director of the European Training Foundation. Dr. Torsti has served in academic, political and founder roles in the fields of education, learning, research, science, innovation and employment in Finland and globally since 1990s.**

During her political career Dr Torsti has served as a State Secretary in the Ministry of Education and Culture 2013-2015, Member of Parliament including the education and future committees 2017–2019, a State Secretary of the Ministry of Employment and Economic Affairs & Ministry of Traffic and Communications 2019-2023, and a member of Helsinki City council and city board 2012-2023. She has been involved in the preparation and implementation of the Youth Guarantee and education future vision 2030 which included major secondary education and continuous learning reforms in Sanna Marin's government 2019–2023.

Dr Torsti has been an adjunct professor in the University of Helsinki since 2012. She worked as a director of two internationally organized research projects, Finns and their history in 2008–2011 and Youth and History in

Bosnia and Herzegovina in 1999–2003. She is a specialist on former Yugoslavia region and issues related to war and peace, history politics, historical thinking, and generational experiences.

Dr. Torsti served as the founding CEO of the start-up company HEI Schools 2015-2017. HEI schools focuses on early education and works in over 40 countries having University of Helsinki among its co-founders. Dr. Torsti is also co-founder of United World College in Mostar which opened in 2006 as the first secondary school open to all nationalities in post-war Bosnia and Herzegovina utilising over 40-year experience of international education in bringing young people together. Since 2016 Torsti has chaired the board of the school's governing foundation Education in Action. Dr. Torsti serves in the Advisory Board of NGO Dream a Dream in India and has previously volunteered in Nepal.

Dr. Torsti has been awarded two international peace prizes for her work for the UWC Mostar and was nominated as the Adjunct Professor of the year and Knight of the First Class in 2020. Pilvi is UWC graduate (1995) and Eisenhower Fellow (2013). She is married with three children.



**Interviewed by  
Simone Duarte**

Simone is an award-winning Brazilian journalist with 30 years of deep immersion in international affairs and experience in managing media organizations on three continents. She was the NY Bureau Chief of TV Globo when 9/11 happened, leading to her coordinating and anchoring the coverage of the attacks to a Brazilian audience of 60 million viewers. This led to the first ever International Emmy nomination for TV Globo, in the news category.

Simone produced and directed the first major documentary about the UN High Commissioner of Human Rights Sergio Vieira de Mello, entitled: En Route to Baghdad (2004). The film was broadcast by major television networks such as PBS and France 5. It was featured in multiple international film festivals, and won the UN Correspondents Association's 2004 Silver Medal.

She was the first Brazilian female journalist to gain access to North Korea, and the only Brazilian journalist to interview George H.W. Bush one-to-one, after his Presidency. Among the personalities she has interviewed are General Colin Powell, King Sihanouk of Cambodia, Richard Holbrooke, Barbara Hendricks, Bernard Kouchner, José Ramos Horta, and Xanana Gusmão.

Simone is an Eisenhower Fellow, one of the foremost leadership programs in the US. Two years ago, she published a book, The Wind Changed Direction, which was nominated for the most prestigious Brazilian literary award. She is a contributing writer of Magazine Piaui, the Brazilian equivalent to The New Yorker.

## Keynote Speaker

Pilvi Torsti

- ➔ Director of the European Training Foundation
- ➔ Former State Secretary, Finland
- ➔ Former Member of the Finnish Parliament



**Astrid Dauverné**  
Co-director Executive MBA & Chair  
IBM Program (HES-SO Genève)

After a career in international marketing within multinational corporations, Astrid pivoted towards Education Management. She currently holds a multi-faceted role at the Geneva Business School of Administration (University of Applied Sciences of Western Switzerland), serving as Co-Director of the Executive MBA program, Chair of the International Business Management department, and a member of the leadership team. Her mission is to grow future leaders ready to embrace 21st-century challenges.

In her role as Co-Director of the Executive MBA, Astrid has reshaped and repositioned the executive program, focusing on leadership development and organizational impact, building on its unique value proposition in the Western Switzerland area. As Chair of the International Business Management (IBM) department, she oversees 450+ Bachelor students, alongside developing strategic vision for academic content, and recruiting and inspiring an international faculty of over 100 members. As part of her mandate, she also develops projects to better integrate sustainability in core programmes within the IBM faculty.

Her professional interests span strategic management, transformative leadership, professional and personal development, and organizational change. Astrid's enthusiasm for building and nurturing teams, as well as creating a positive impact on people and society, continues to drive her professional journey.

# Panel 1: Women Leading the Way – How To Make It Happen

**MODERATOR**

**Jonathan Cave**  
Founder & CEO, MyPhy



**Caroline Widmer**  
Director of Pulse Incubator  
HES, Geneva

Graduating from McGill University in international business, Caroline Widmer began her career at PRO, a private social enterprise working for the reintegration of people with disabilities. Ms. Widmer then joined the public administration where she held strategic positions in the fields of security and economic development.

By closely following the technological developments and innovations that are transforming our economic environment and our society, she has led major digital transitions at the level of the City and the State, while contributing to the creation of the digital policy of the City and State of Geneva. She is now the director of Pulse Incubator HES, a development ground for young talents from universities of applied sciences.

While supporting the innovative ideas and entrepreneurial projects that are building tomorrow, Caroline Widmer is also the co-founder of 1m83 Art, a startup committed to promoting art in the public domain by creating unforgettable memories to passers-by, where they are, through artistic experiences.



**Sofia de Meyer**  
Founder, Social Entrepreneur  
& Board Member

Sofia de Meyer began her career as a corporate lawyer at Ashurst in London, advising multinational companies on mergers and acquisitions.

In 2004, Sofia returned to Switzerland and shifted focus to social entrepreneurship. She founded Whitepod, an eco-tourism destination in the Swiss Alps, which earned the Times Eco Tourism Award for its positive impact on the environment and local communities.

Sofia is also the founder of Opaline, a Swiss beverage company she led as CEO for 12 years, starting in her kitchen and scaling the company to 1 million bottles annually. Opaline is B Corp certified and focuses on circular and regenerative economy principles.

Today, Sofia shares her grassroots entrepreneurial experience to help NGOs and companies embed sustainability as a positive force to lead systemic change and social innovation. Among her engagements, she is the European Lead for Daughters for Earth, advancing women's leadership in the climate crisis.

## Session: Your Voice is Your Power

**Dr Helen Woolner &  
Lotu Melania (Lania) Taeoalii**

Interviewed by Susan Baragwanath



### Dr. Helen Woolner

Helen Woolner attended He Huarahi Tamariki from 2000-2004. She then went onto to study a Bachelor of Science in 2005 and then a Master of Science in 2009 at Victoria University of Wellington, New Zealand. Following a short period of employment as an analytical chemist at AsureQuality, she went back to university and completed a PhD in chemistry in 2017. She is now a senior lecturer at the School of Biological Sciences at Victoria University of Wellington, where she teaches in biochemistry, pharmacology and drug discovery, and researches bioactive natural products from traditional medicines and marine fungi.



Interviewed by  
**Susan Baragwanath**

- ➔ Founder of 'He Huarahi Tamariki' - School for Teenage Parents
- ➔ Distinguished Eisenhower Fellow
- ➔ Educationalist

Having spent 20 years in international education as a teacher and examiner of the International Baccalaureate, she returned to her homeland, New Zealand, to find an education system that was struggling to meet the needs of the underserved. She organised a nation-wide survey in 1994 which identified 20% of secondary school age students at risk of failure and future economic disadvantage.

She chose to help the group most in need - the school age mother - and fought the New Zealand government for years before they adopted a proper policy and provision for education not only for the mother but the child.

She built the academically successful He Huarahi Tamariki (A Chance for Children) school which has been replicated all over New Zealand. The school has been featured in numerous NZ television documentaries and on the BBC.

Susan has been the recipient of a number of fellowships and awards, including in 2005, the highest academic award in the Humanities, Doctor of Letters, for education reform of school age mothers in New Zealand.



### Lotu Melania (Lania) Taeoalii

Lania is the co-founder of the He Huarahi Tamariki School for teenage parents established in 1994 and the Griffin Early Childhood Education Centre I (2001) and II (2004) in Porirua, New Zealand. She is a dedicated early childhood education professional with over 25 years of experience in the field.

Lania had a Downs Syndrome daughter, Aroha, when she was 17 years old. She wanted to complete her education to make sure Aroha had the best possible chances in life and in founding He Huarahi Tamariki with the Assistant Principal of Porirua College, that became possible. Thirty years later there are 25 similar schools with dedicated childcare centres around New Zealand.

Lania currently serves as Second-in-Charge at Kids Count – The Griffin School II, formerly known as Griffin Early Childhood Education Centre II. In this role, she oversees the care and development of 40 children, ranging from birth to five years old.

Lania's passion for children's development is matched by her deep knowledge of special needs advocacy. She is an active voice in supporting children with diverse needs, working tirelessly to ensure they receive the care, support, and opportunities they deserve. Her creative approach to teaching and her focus on fostering young people's growth into well-rounded individuals are central to her philosophy in early childhood education.



## Guest Speaker: Mythbusting Meritocracy

**Jess Weiss**  
Senior Organisational Effectiveness  
and Talent Development Lead at  
Google Cloud

Jess Weiss has held various roles in People Development and HR at Google since 2012.

Her current work encompasses leading a team of over 80 Google community contributors on DEI programming, and designing and implementing organizational development programs for a workforce of ~5000 Google Cloud employees worldwide. She's an executive and career coach, known for launching and scaling organizational change projects with a proven track record of increasing representation, inclusion, morale and equitable career development across the organization. Additionally, she designs and facilitates talent development programs for underrepresented and top talent employees to enable equitable growth and build a representative leadership pipeline. In 2024, she was recognized by Marquis Who's Who in America for noteworthy accomplishments, visibility, and prominence in her field.

Jess also co-founded Trix Media, serving as its publisher from 2018 to 2022. Trix Media was a groundbreaking women's media platform committed to advancing women's equality through research-backed storytelling. In 2 years, her team built a global community of 40,000+ readers in 70+ countries, featuring the work of diverse journalists and artists who amplify underrepresented voices and perspectives. Serving as the publisher and co-founder, Jess leveraged her career expertise in social-organizational psychology and research-backed tools to challenge biases and elevate diverse perspectives in media. Jess and Trix Media were awarded the Jane Walker / IFundWomen First Women Grant Program and selected by icon Billie Jean King in recognition of groundbreaking women entrepreneurs in the media industry.



## Panel 2: Courage in Action: Navigating Challenges with Purpose

**MODERATOR**

**Cassandre Burgess**  
Conference Co-chair

▲  
**Anne Lesueur**  
Director of Culture and People  
Development, L'Occitane Group

For 20 years, at the intersection of digital, e-commerce, and the development of individuals and teams, Anne Lesueur has passionately led impactful transformations within companies. Initially focused on the digital aspect, she now dedicates herself to the human dimension as Director of Culture and People Development at the L'Occitane Group.



Graduating in 2003, she joined Procter & Gamble, where she spent 11 years in various digital marketing roles. Initially working in CRM, she eventually led the CRM strategy for 26 brands across Europe for the Group. From 2010 onward, she focused on media and e-commerce, heading the global digital strategy for laundry and pet food brands.

In 2014, she joined the L'OCCITANE Group, drawn by its commitments and the sensory appeal of its products. As an international director, she successively led digital, e-commerce, and media efforts. She first introduced agile work methods and a feedback-driven culture to help teams adapt to an increasingly fast-changing world.

During her training in individual, team, and organisational coaching, she became International Transformation Director of the Group in 2020. Since April 2023, she has been fully dedicated to the human side of the Group's transformation as Director of Culture and People Development, where she aims to make her values an even greater asset for her colleagues, customers, and the planet.

One of her favourite quotes is:

*"The transformation of a company certainly depends on expertise, but even more so on mindset."*

◀  
**Victoria Rey-de Rudder**  
Managing Director, Head of Art  
& Luxury, Redroc Capital SA

A Genevoise by birth, Victoria Rey-de Rudder has over 20 years' experience working in the international jewellery industry at auction. After graduating with an MA in International Relations with special studies in International Law and Economics, she acquired gemstone qualifications including an Accredited Jewellery Professional Diploma (A.J.P.) and a Graduate Gemologist Diploma (G.G.) from the Gemological Institute of America in London.

Having joined Bonhams in 2006, Victoria led the Jewellery Department at the company's Knightsbridge saleroom and later served as a Specialist in the Fine Jewellery Department at its headquarters on New Bond Street. During this time, she was responsible for valuing and advising international clients in various European countries, including Austria, France, Jersey, Germany, and Switzerland, as well as in South Africa. Throughout her career at Bonhams, Victoria has been involved in many prestigious sales, such as a rare 5.03-carat Fancy Pink diamond, a significant private collection of Islamic Art, and a master painting by a renowned Russian artist.

In 2012, she embraced the significant opportunity and challenge of opening Bonhams' offices in Switzerland. Over the next ten years, under Victoria's leadership, her team successfully positioned the Swiss offices as a central hub for Bonhams, excelling in consignments, client development, and valuations, with a particular focus on the Swiss market.

After ten years, she decided it was time to embark on a new challenge by establishing her own business, where she advises clients on buying and selling jewellery and art through auctions and private sales.



▲  
**Khulan Berger**  
Ambassador for Climate Bridges

Khulan Berger is a dedicated leader in sustainability, with a multicultural background rooted in Mongolia, shaped in Singapore, and now based in Switzerland. As Regional Director Romandie at MYBLUEPLANET, she has successfully built strong local communities and driven impactful projects. Khulan excels in fostering collaboration with both internal and external stakeholders and holds key strategic roles, including Swiss National Coordinator for The Climate Reality Project Europe, Partnership Lead and Board Member at Swiss Youth for Climate, Ambassador for Climate Bridges (formerly SHE Changes Climate), Board Member at Educator's Lab, and Founder of Our Impact Mongolia.

With a background in Electrical and Computer Engineering from Singapore and Sustainable Business from Switzerland, Khulan combines analytical expertise with a strategic vision to advance sustainable change.

# Workshops



## Leading Human-Centric Change in an AI-Driven World

**MARIYA KOTEVA**

Mariya Koteva is a Change Management expert with 12+ years of experience in ERP and tech, including 6+ years with Microsoft leading transformative projects for Fortune 500 companies. After a personal health journey, she discovered the vital connection between health and the capacity for change. Now, she empowers leaders and teams to navigate rapid transformation in a world where staying still is not an option.



## Wellness Within - Leading with Vulnerability

**DR SANGEETHA MADHU**

Based In Chennai, southern India, Dr Madhu leads a team of clinical psychologists in her current role as Director of Global Leadership and Development. Sangeetha was the Managing Trustee of Sishu Vikas Trust, has served on the Advisory Board of PCVC and was also part of the WHO team to provide mental health training for the Tsunami victims at Sri Lanka. She was a panellist for the Positive Psychology Centre in Philadelphia and is a certified external counsellor with UN.



## Leading with Purpose: Shaping the Future You Desire

**CAROLINE PHILY**

Following on from a career in various international corporations as a health system financing specialist, Caroline embraced the profession of process designer and facilitator. In this capacity, she supports organisations and groups to effectively collaborate and reach their objectives. Caroline is also a partner of a global consultancy firm IngeniousPeoplesKnowledge (IPK) and is co-founder of JOYin Regeneration, through which she contributes to the emergence of a new economic model that is respectful of planetary boundaries and human well-being.



## Strengthening Inner Confidence

**JONATHAN CAVE**

Jonathan helps leaders upskill mission critical areas like decision-making, boosting core self-belief, public speaking, greater work-life balance, increasing visibility and influence, amongst other areas. He also helps teams forge strong bonds of trust and collaboration, create an inspiring vision and roadmap, and energise themselves to keep focus and spirits high.



# Mastering the Art of InPowerment



## Who We Are



### Our Identity

Founded by Jonathan Cave in 2016, we are a Swiss company of successful professionals who nurture and develop talent in others.



### Our Vision

To build the world's most innovative, experiential learning company, focused on developing exceptional people and leaders.



### Our Mission

To create and deliver world-class conferences, events and coaching journeys that challenge, inspire and transform our clients.

## How We Help

### Event Creation & Animation

We co-create, design and animate offsites, workshops and conferences that are high-energy, productive and fun-filled experiences for all.

### Inpower Your Success Programme

This 3 month online group coaching journey helps dynamic executives and professionals create their inspiring vision of success and a detailed, practical roadmap to achieve it.

### Inpower Your Leadership Programme

This 3 month online group coaching journey helps managers, leaders and entrepreneurs upgrade key leadership skills to become more influential, effective leaders who inspire and deliver.



To find out more about the above services, contact us at [support@myphy.com](mailto:support@myphy.com) or visit [www.myphy.com](http://www.myphy.com) / [www.jonathancave.com](http://www.jonathancave.com)



# InPower Your Success

Online Group Coaching Programme

This programme is for dynamic, motivated individuals who seek to:

- ➔ Strengthen key skillsets and mind-sets
- ➔ Build meaningful relationships to self and others
- ➔ Find better natural alignment and harmony

## Objectives

- ➔ Create an inspiring vision and roadmap to achieve it
- ➔ Boost your core confidence, energy and resilience
- ➔ Increase your visibility and influence in key ecosystems
- ➔ Become a decisive decision-maker in work and life
- ➔ Pivot to a healthier personal-professional lifestyle



Jonathan's enthusiastic coaching style and expertise have greatly helped me bring clarity, focus and direction to my current transition phase and future professional plans.

**Daphne de Laleu**  
Senior Expert in Philanthropy and Partnerships

## Format

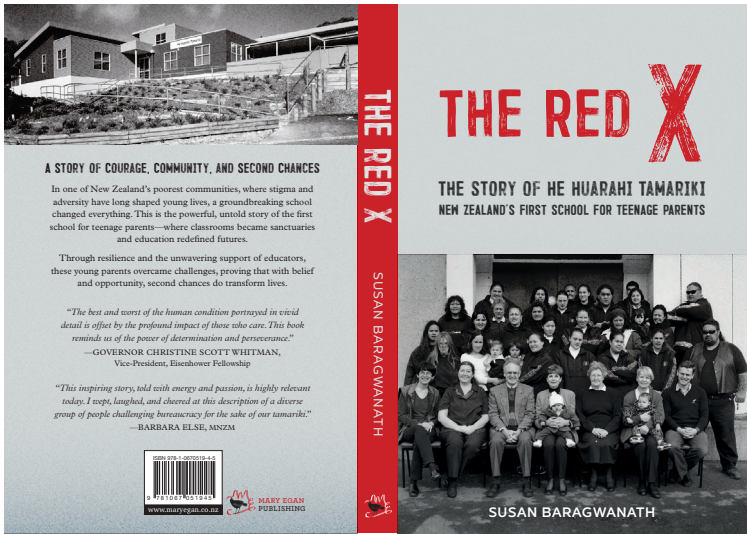
- ✔ 9 x 1h45 group coaching sessions over 3 months
- ✔ 2 x 1h individual coaching sessions
- ✔ 55-page programme booklet with frameworks, strategies, and exercises
- ✔ Follow-up video series (for 6 months) to maintain momentum



To register for our next Programme, contact us at [support@myphy.com](mailto:support@myphy.com)



**International Book Launch**



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