



**BPW** SWITZERLAND  
Business & Professional Women  
**CLUB TICINO**

GENTI GENERAZIONI GENERI

*in partnership with:*



SCHWEIZERISCHE VEREINIGUNG DER INGENIEURINNEN

# ***“The Future is STEAM also (and notably!) for women”***

7<sup>th</sup> October 2015

1.30 pm Sala Biancamano

*Museo Nazionale Scienza e Tecnologia “Leonardo Da Vinci”*

*Via Olona 6/b, Milano*

**Sponsored by:**



STUDIO D'INGEGNERIA  
**Borlini & Zanini SA**  
Via al Molino, 6915 Pambio Noranco  
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**free registration:** <http://ewgf.eu/evento/future-steam-also-and-notably-women>

# Program

13:30-14:15	<b>Registration</b>
14:15-14:30	<b>Opening Remarks</b>  Marialuisa Parodi, <i>President BPW Club Ticino, CIO Soave Asset Management Ltd</i>
14:30-16:00	<b>Panel 1 Assessment of Gender Equality in STEAM Fields</b> <i>Moderated by Natascha Fioretti, Journalist</i>  <b>Overview - Gender Equality in Science: where do we stand?</b>  <a href="#">Dr Valerie Guertler-Doyle</a> , <i>Founder and Owner Diversity in Business, former Head D&amp;I (Diversity&amp;Inclusion) Novartis Switzerland</i>  <b>From passion to choice: why a girl's passion for science in primary school does not end up in a STEAM degree/career ?</b>  <a href="#">Dr Viv Burr</a> , <i>Huddersfield University, Reader in Psychology, Researcher in Gender Psychology and Social Constructionism</i>  <b>Passion needs Opportunity: outlook for "Women of Science" for a more inclusive knowledge society</b>  <a href="#">Dr Lucia Martinelli</a> , <i>Senior Scientist, Head of Science in Society at MUSE-Science Museum, Trento, Board Member of Italian Association "Donne e Scienza" and "European Platform of Women Scientists"</i>
16:00-16:15	<b>Break</b>
16:15-17:45	<b>Panel 2 Rôle Models - Best Practice - Key Recommendations</b> <i>Moderated by Natascha Fioretti, Journalist</i>  <b>A career in STEAM fields at University</b>  <a href="#">Prof. Marcella Carollo</a> , <i>Head Extragalactic Astrophysic Research Group, Institute of Astronomy, ETH Zurich</i>  <b>A career in Finance</b>  <a href="#">Anna Gamba</a> , <i>CFA, Fund Manager and Senior Analyst at Pairstech Capital Mngmt LLP, Board Member of CFA Society Italy</i>  <b>Horizontal Segregation and Gender Pay Gap</b>  <a href="#">Elisabeth Bosshart</a> , <i>President BPW Switzerland, Owner bosshart consulting gmbh</i>
17.45-18.15	<b>Q&amp;A – Closing Remarks</b>
18:15-19:00	<b>Aperitivo italiano</b>

## **What is this event about?**

In the framework of “Expo Milano 2015 - Feeding the Planet, Energy for Life”, the network Expo Women Global Forum (EWGF) brings to public attention the crucial contribution of women in all production areas, as well as female innate ability to operate for sustainable development and attention to the needs of future generations.

In spite of growing attention towards women’s career in most professional fields, this alone is not warranting same career opportunities and same salary as for men: there’s still a long way to go! BPW Club Ticino, together with SVIN-Swiss Association of Women Engineer and CFA (Chartered Financial Analyst) Society Italy, believe that, in order to win the challenges of the future, more women need to be involved in the STEM (Science, Technology, Engineering, Mathematics) professions, without forgetting the benefit that the Arts might bring to Science, thus making the acronym STEAM the most suitable and up-to-date.

Why only a surprisingly low number of women choose a career in the technical/scientific fields?

Tackling this issue from a different perspective is the aim of the roundtable:

### **The future is STEAM also (and notably!) for women**

With the help of an exceptional pool of talented professionals and researchers, we will focus on women’s career and opportunities in the STEAM fields, which are only slowly opening to female students and professionals.

This is probably beginning to change already, also thanks to excellent role models who recently gained public attention. But besides great exceptions, women still struggle to get what they aspire to or simply deserve in the professional world.

What are the difficulties they have to face, which opportunities are really available for a girl with a passion for science or for a woman wishing to pursue a career in chemical engineering or financial asset management? How can networking be of help and what are the best practices and key recommendations for companies and institutions willing to deal with gender equality issues or for young women in the stage of choosing their education? What is the role played by horizontal segregation of professions on the salary gap between women and man? How crucial is a correct representation of these professions in the media?

These and other questions will be at the centre of our discussion, where all speakers will not only give facts, reasons, recipes, advises but will also be in the privileged position to witness their personal experience in the STEAM fields.

## Biographies



**Elisabeth Bosshart, *President BPW Switzerland, bosshart consulting gmbh, Bern***  
Elisabeth Bosshart is a chemical engineer and an economist. After working in an analytical laboratory and in an engineering office for eight years, she's been self-employed as a consultant in quality, process and risk management for the last 17 years. She was elected President of Business and Professional Women Switzerland in June 2015.



**Vivien Burr, *Reader in Psychology at the University of Huddersfield, UK***  
Her research interests include social psychology, personal construct psychology, gender and film & television. She is author of *Social Constructionism* (third edition 2015), *Gender and Social Psychology* (1998) and *The Person in Social Psychology* (2002). She is currently researching the experiences of working carers.



**Marcella Carollo, *Full Professor for Astrophysics in the Physics Department of the Swiss Federal Institute of Technology (ETH), Zurich***

Marcella Carollo was born in Palermo and obtained her PhD in Astrophysics in 1994 at the Ludwig Maximilians Universitaet in Munich, Germany. She was awarded an EC Fellowship at the Leiden Observatory in 1994-1996, and then, in 1997-1999, an Hubble Fellowship at the Johns Hopkins University, Baltimore. In 1999 she was appointed Assistant Professor in the Astronomy Department at Columbia University, New York. In 2002 she moved to the ETH Zurich as an Associate Professor in the Department of Physics; she was elected Full Professor in Astrophysics in 2007.



**Anna Gamba, CFA, *Fund Manager and Senior Analyst at Pairstech Capital Mngmt LLP, Board Member of CFA Society Italy***

Anna Gamba gained an experience of 17 years in the financial sector; she spent 13 years as Fund Manager, mainly on European and International Equity. Thereafter, she spent a period as Consultant and Financial Advisor, mainly for Institutional and Professional Clients. From March 2013 to February 2015 she was Senior Analyst at the Advisory Company FS First Solutions. Since 2015 she is Fund Manager and Senior Analyst at Pairstech Capital Management LLP.



**Valerie Guertler-Doyle, *Founder and Owner Diversity in Business, former Head of D&I (Diversity and Inclusion) at Novartis Switzerland***

Valerie Guertler-Doyle is a seasoned professional with expertise in the R&D as well as the commercial area. She is recognized as a change agent who dislikes the status quo and has been instrumental in creating business value by leveraging diversity. She was a founding and still is active member of HBA Europe, has served as Steering Committee member of ILO Business Disability Network and as board member of UN Women Switzerland. She is President of the Irish Business Network in Switzerland, which connects Irish and Swiss business. She is an active blogger in the area of D&I and a very engaged mentor both within Novartis and externally.



**Lucia Martinelli, Senior scientist, head of Science in Society at MUSE-Science museum, Trento, Board member Italian Association 'Donne e Scienza' and European Platform of Women Scientists (EPWS)**

Lucia Martinelli has a PhD at the Wageningen Agricultural University (The Netherlands), a Laurea in Biological Sciences (Bologna University, Italy) and a Master of Scientific Journalism and Communication (Ferrara University, Italy). During her activity as researcher in Italian and foreign public and industrial research institutes, she developed and coordinated research in the field of biotechnology, focused on gene transfer, GMO traceability and scientific communication. Since June 2011 researcher at MUSE in the interconnections between scientific innovations and society. She has experience in text writing and hosting programs for the radio, and as author of science-theater texts. She has been the president of the Commission for the Equal Opportunities of the Autonomous Province of Trento.



**Natascha Fioretti, Journalist, member of Business Professional Women (BPW) Club Ticino Committee**

She writes about culture, literature, media, new technologies and gender issues for the most important Swiss dailies and weeklies in Italian language. She collaborates with various public radio programmes of Rete Uno and Rete Due (RSI-Radiotelevisione della Svizzera italiana) as well as with CORSI (Società cooperativa per la Radiotelevisione Svizzera). Her background and studies are in foreign languages literature, cultural heritage and journalism.



**Marialuisa Parodi, Chief Investment Officer Soave Asset Mangmnt Ltd, President Business Professional Women (BPW) Club Ticino**

Investment manager with more than 20 years' experience of working in primary banks in international and multicultural environments, Marialuisa matured experience in asset allocation and global fixed income management, with focus on macro analysis and economic policies. She served on several Investment Committees in the UK, Italy, Switzerland and France. Marialuisa holds a degree in Economics and a diploma of European Financial Analyst (CEFA). Committed to gender equality by actively empowering women through mentoring, sponsoring and networking, she's been volunteering and promoting several projects inside BPW (Club Ticino and national Equal Pay Day Task force) and other institutions in the Canton Tessin, Switzerland (e.g. Forum 54 Donne Elettrici, FAFT Plus).