

# FEMtrepreneurs

BY WOMEN | FOR WOMEN



# FEMALE DIGITAL INNOVATORS 2020



# FEMtrepreneurs present

## FEMALE DIGITAL INNOVATORS 2020

We believe that women need to be more visible in society - be it in Digital, Academia, Politics or Business.

With this edit of „Female Digital Innovators 2020“, we want to showcase how women are shaping the current digital landscape in Switzerland. We are proud to present you the following 16 women who are challenging the status-quo and paving the way for a better and more digitized future. The ladies are listed in no particular order.



### Stephanie Züllig

*„Never stop thinking like a kid, act bold and start small. Stay curious and creative. Invest in building up great networks and use technology for good.“*

Passion to innovate and create new business models that arise when bridging the old economy with digital possibilities led Stephanie to found her own company, MindScale. MindScale helps companies in creating successful digital business strategies. In addition to her position as a CEO of her company, she is also a guest lecturer at the University of Applied Sciences in Business Administration Zurich.

She serves as a member of the Board of Directors, at emineo AG, HHM Group, and Swiss Securitas Group.

Stephanie's interest in digital solutions developed while she was Senior Vice President for Siemens Building Technologies International (EMEA Region), where she successfully created new business models, introduced new digital products, services and solutions that increase comfort, health, security and safety in buildings. Stephanie is the recipient of Global Digital Female Leader award in the category "Career" and has been described as a shaper and leader in the digital age.

### Penny Schiffer

*"Don't let anybody scare you away, try out things for yourself, get involved and raise your voice!"*

A serial angel investor, Penny has a passion FOR making deals. Playing a part in the digital transformation of Swisscom, led her to found RAIZED.AI, an innovative, digital deal sourcing solution for the venture capital industry. Knowledgeable about the Swiss /European ecosystem and having worked with Silicon Valley entrepreneurs she brings the best of both sides of the Atlantic to her company. Penny has been interested in digital world since she was 10 years old when she got her own computer and started programming with her father.

Penny also serves as a jury member of the BRIDGE Program and on the board of the Federal Commission for Space Affairs.





### Nina Habicht

*“Be confident. Believe in yourself and what you are doing and don't get confused by other's opinions or people who don't support you.”*

Fascinated by high-tech and digitalization since her early days at the IT Department at Bayer, Nina founded VOICETECHHUB with a mission to provide everyone access to the world of digital assistants.

Nina is also a partner and a Board member at Paixon, that innovates customer's businesses with bot technologies..

At Paixon, Nina's team won the Computerworld's „IT Project of The Month of October 2020“ award for developing the first train connection and ticket fee voice assistant for SBB.

### Susanne Sutter

*“Have the courage to try something new, even if you don't know yet how to realize it”*

Inspired and encouraged by her father, Susanne has been interested in computers from very early on. The interest led her to pursue research projects and teaching in digital health, computer science and data science.

With her team, she has developed software projects for medical practitioners such that they can process and analyze their acquired big data from medical images or vital parameters.



An example of their applications is use of deep neural networks to analyse the data to segment specific tissues in medical images.



### Sophie Hundertmark

*“Try it out. You cannot lose anything.”*

Sophie became fascinated by chatbots while studying online marketing and chatbots. This led her to set up ai-zurich which provides consulting services for chatbot projects.

In addition to running her own consulting company, Sophie continues to provide keynote speeches about Chatbots and Artificial Intelligence for Marketing.

She also teaches the topic at Lucerne University of Applied Sciences and Arts, HWZ, University of St.Gallen, Zurich University of Applied Science, digicomp Academy and MKS Marketing School. Pursuing her passion has also led her to publish her first book, Digitale Freunde.

## Samantha Paoletti

*“Don't miss the opportunity to engage in the digital transformation. Society and industry will face challenges in moving from doing digital to being digital...That step requires seeing differently, thinking differently, and doing differently across the organization. Women have proven to hold key advantage in these soft skills.”*

Samantha is passionate about innovation and applying creativity in business, and interested in collaborative innovation in life sciences and healthcare.

She is at home at CSEM, Centre Suisse d' Electronique et de Microtechnique (Swiss Center for Electronics and Microtechnology).

There she contributes to the development of tools for the future of interconnected labs and digital health products integrated in every day objectives, such as precise digital data for patient and disease monitoring, standardization, transitioning from manual to automated workflows, parallelization, usability, and costs.



## Nadine Stutz

*“If you can dream it - you can do it!”*

Nadine's passion for human behaviour lead her to set up her own company Empower Digital Switzerland where she provides support to companies in setting up and implementing communication strategies for a successful digital future with the focus on empowering people.

Nadine's work aims to make the digitalization work at the human scale and to allow people to be supported by digital technologies.

In her own words: “Every business is people business and I love to bridge the gaps and to enable people do not only cope with digitalization but to shape it, create new opportunities.”

## Virginia Hess

*„The tech world needs these special skills that only we women have. We think more broadly, consider more influencing factors,*

Virginia has been fascinated since childhood with how people and cities function and how they have evolved over time into what we know today. Today's cities are often not very people-friendly, which led Virginia to found Dedomena, an urban data analytics platform with the vision to design cities on a human scale. Dedomena provides broad-linked digital data to identify behavioral patterns and trends in public spaces at any given time so that urban planners, governments, and businesses can better plan, design, manage, and promote local activities.

Through her background in Business Management, Virginia became interested in digital technologies when she co-created an application for young bank customers at her former employer, a big Swiss bank.





## Ursula Mayer

*"If you feel passionate about digital technologies - go for it - your contribution is important!"*

Interest in science, technology and philosophy since very young age, led Ursula to pursue an interdisciplinary approach to digital technologies via her company, Sciform. Sciform provides strategic and technical AI consulting and implementation with a special focus on ethical aspects of the technology.

Ursula is also a regular speaker on AI-related events with her unique combination of deep understanding of the AI technology as well as ethical considerations relating to AI.

## Anja Riedle

*"As with smart cities, also smart women are using digital technologies to be the best version of themselves without forgetting their (analogue) female powers."*

Anja's interest in digital technologies and the human dimension amid the digital, led her to pursue and promote SBB's smart city activities where she now heads the Smart City Lab Basel. She has become an advocate for balancing digital with analogue. With her own words: "Smart cities are not solely characterized by digital means, but liveability is also driven by very traditional means, such as attractive public spaces, parks, playgrounds and other recreational areas. The merit of digital technologies is that they enable us to make cities smarter and more liveable than ever."

Apart from her role at SBB, Anja is also a co-founder and Vice President of the Smart City Hub Switzerland, a national association that aims to foster knowledge exchange and collaboration across cities, public service providers, and federal institutions.



## Luiza Dobre

*"Embracing innovative digital technologies will not just benefit businesses but will also be vital for future success."*

Luiza is passionate about use of technology as an enabler to drive a positive, life-saving impact in healthcare. Her passion led Luiza to found Komed Health AG, where she currently serves as a CEO. Komed Health has a vision to save lives through simplified, secured and connected clinical communication. Healthcare has always attracted Luiza - on one side, through her own experiences, she has witnessed how "broken" the healthcare system can be and, on the other side, she has realized the huge opportunity to change it.

And this is how Komed Health was born. Luiza has over 10 years of experience in leading and developing businesses. Throughout her career she gained both corporate and start-up experience. Luiza has won several awards including the prestigious Niesen Bergpreise at Swiss Economic Forum 2019 and she was nominated for the Swiss Innovator of the Year Award 2018.

Priska Burkard

*"Technology affects everyone, so everyone should be part of building it."*

Priska credits her father for providing inspiration in technology in general. After getting education as a medical laboratory assistant she became an application engineer. The new skills along with her passion for the different tech topics and ensuring everyone is able to become part of this exciting industry led her to start her own business, SKILLS FINDER AG and TechFace. Through her business, Priska helps women to get to know companies from a culture-first aspect and to learn more about career opportunities and tech trends.

Further, they help women to connect with each other and more importantly with companies who are committed to diversity, equality and inclusion. Finally they create programs that help women to change their careers into tech.

At the same time she started building the Switzerland chapter of Girls in Tech, a global non-profit organisation, that helps to attract and retain women in tech.



Silja Chouquet

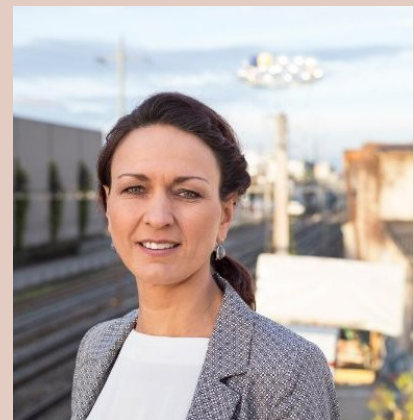
*"When it comes to digital health, women are already at the forefront of developing and using digital technologies. What is needed is to show young(er) women that they can succeed as entrepreneurs in a space that does not have (many) role models for them."*

Silja's passion in transforming healthcare through peer-to-peer activation led her to found merakoi, a company with a mission to co-create, with patient experts, digital healthcare solutions that help people better navigate life with a disease. Merakoi specializes in patient engagement, online research and big data analysis.

Dorotea Ganser

*"It is more than 0 & 1 - it's fun and definitely a women topic as we have the ability to connect the dots, sometimes from a different angle „vernetztes denken“ and we leverage machines and human emotions."*

Life-long learner and avid reader, Dorotea heads Digital Days & Community Engagement, which aims to foster digital transformation with and for the greater region of Basel. The platform connects many different stakeholders, partners and individuals and allows them to co-create and collaborate for digital transformation.





Quy Vo-Reinhard

*“Be confident, be focused. You can do this!”*

Quy is a serial entrepreneur with 15+ years experience in Life Science, Healthcare, Innovation and IT, currently in Blockchain4Healthcare. She has been working in Switzerland, Germany, Italy, Canada, India, Vietnam and travels the world as a renowned speaker. She firmly believes digital technologies unlock many challenges the society is facing currently, for example, with the COVID pandemic.

Quy currently serves as a Co-Founder and Chief Data Officer of HIT Foundation and a Head of R&D / Board of Director at Centiva Health. She was voted ‘The Most Influential Woman in Blockchain in Europe’ ( Blockshow Europe 2018).

HIT Foundation (dHealth Network) builds the network in the proposition of a distributed and community-owned network for healthcare-related transactions that powers a global data-driven healthcare ecosystem. It is adapted to patients’ and industry needs and targets healthcare-related transactions without the noise from other industries. Centiva is a blockchain-based solution which supports consensual sharing of health information between organizations looking for health-related data and individuals who can provide the data. The patients take control of the access to their data and get fair compensation for the usage.

## Kelly Richdale

*“This is the chance to take life on your own terms. By founding a business, by promoting digital technologies, you are driving change that will benefit the most underserved in society as well as yourself.*



Kelly was inspired by digital technologies after her MBA, when she joined forces with a group of brilliant scientists who had invented a cutting edge 3D imaging technology and were in search of market applications.

Together they co-founded A4Vision, which became a leader in biometrics and identity management. The technology is still alive today under Idemia, the leader in augmented Identities.

Kelly’s passion for digital technologies then led her to become the Head of Business Development at Libra. Libra has brought together social impact organizations and a diverse group of leading businesses from around the world to create a low-friction, high-trust payment system that empowers billions of people, including the 1.8 billion unbanked.

Kelly is a true pioneer woman in the field of security. She also strongly believes that women with their capacity to see the big picture in multi-disciplinary fields should engage more in this technology area because security is multi-disciplinary that includes not only computer science but also understanding of culture, psychology and economics.

FEMtrepreneurs is an initiative of the Innovation Office of the University of Basel in collaboration with Impact Hub Basel, Healthcare Businesswomen Association, Women-Matters and WEHub (India) who see gender equality and women's empowerment as integral to achieving the United Nations Sustainable Development Goals.

Our objective is to strengthen the female entrepreneurship ecosystem in Basel by creating a vibrant community of female entrepreneurs and leaders.

**To support support FEMtrepreneurs\* to interact and thrive we...**

- ... Create a community for FEMtrepreneurs.
- ... Connect FEMtrepreneurs with the local ecosystem.
- ... Empower FEMtrepreneurs with mentoring, sponsoring and training.
- ... Open a door to the world through our global partners.

\* FEMtrepreneurs are women entrepreneurs and women holding leadership positions in organizations.

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We also want to thank all the amazing ladies who participated!

**Find us here:**

LinkedIn: <https://www.linkedin.com/company/femtrepreneurs>

Website: <https://www.pupella.org/femtrepreneurs>

**Let's continue to fight for Gender Equality and Stay tuned for our next showroom!**

