

# WOMEN IN BUSINESS AND AI NAVIGATING THE GENDER GAP

*An official Parallel Event of the NGO Commission on  
the Status of Women*



**Impact Hub Kraftwerk  
Selnaustrasse 25  
8001 Zürich  
Switzerland**



## WEDNESDAY, 12 MARCH 2025, 6PM CET IN ZÜRICH



*A collaborative event by*

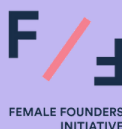
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**BPW SWITZERLAND**  
Business & Professional Women



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



FEMALE FOUNDERS  
INITIATIVE



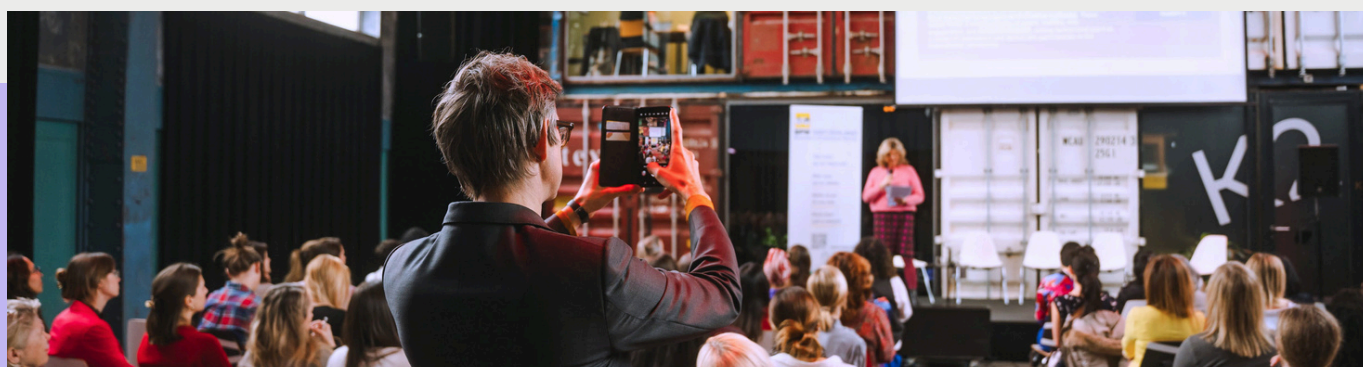
**Zürich**



# WOMEN IN BUSINESS AND AI NAVIGATING THE GENDER GAP

**18:00 ON-SITE: REGISTRATION & APÉRO**

**19:30 LIVE BROADCAST ON NGO CSW PLATFORM**  
**12:30 EDT IN NEW YORK**



## Agenda 12.3.2025

### MAIN EVENT

18:00 Registration & Apéro

18:30 Opening Keynote Interview

18:50 Interactive Panel with 2-3 speakers



[TICKETING FOR ON-SITE  
EVENT ON EVENTFROG.CH](https://eventfrog.ch)

### LIVE BROADCAST

**19:30 40-Min Live Broadcast (14.30PM EDT in New York)**

-- Deep Dive Keynotes, on the official NGO CSW platform

20:10 Wrap-Up on-site

20:30 Closing

# WOMEN IN BUSINESS AND AI NAVIGATING THE GENDER GAP

## LEADING TOPICS PANEL & LIVE BROADCAST

### LEADING TOPICS

*A key concern is that increasing AI adoption will lead to greater inequality if unequally adopted across demographic groups (Cazzaniga et al., 2024).*

- What is the role that policy makers, educators, programmers and corporations play currently - and what is our ask for the future? (Keynote)
- How do we cultivate and develop critical thinking and resilience in order to navigate potentially biased AI generated content? (Panel)
- How can AI algorithms help to promote DEI Diversity, Equity & Inclusion? (Panel)
- What are the key factors and assessment frameworks of ethical practice of Artificial Intelligence/Machine Learning? (Panel)
- What might our interactions with AI systems look like if they were designed from feminist values? (Panel & Deep Dive)
- How can one contribute individually in order to alleviate the gender gap with respect to Large Language Models and Talent Pools? (Deep Dive)

### RESOURCES AND ARTICLES

- [Can AI be sexist?](#) Two students test GPT-3 and raise red flags. Sep 2022
- [How to combat algorithmic discrimination?](#) Algorithm Watch, June 2022
- [Women and generative AI](#) Deloitte Study US, 2024
- [Prototyping towards a Feminist UX of AI](#) AIxDesign, 2024
- [AI's Missing Link: The Gender Gap in the Talent Pool](#) Interface, 2024

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## KEYNOTE SPEAKER



**FOCUS:  
PROTECTION  
AGAINST  
DISCRIMINATION BY  
ALGORITHMS AS A  
PRIORITY IN AI  
REGULATIONS**

**DR. ANGELA MÜLLER**  
EXECUTIVE DIRECTOR AT ALGORITHM WATCH CH  
MEMBER OF THE FEDERAL MEDIA COMMISSION (EMEK)  
MEMBER OF THE DATA SCIENCE COMPETENCE CENTRE EXPERT GROUP

Dr. Angela Müller is the managing director of AlgorithmWatch CH in Zurich and a partner of AlgorithmWatch in Berlin.

Before that, she headed AlgorithmWatch's policy team for four years. Angela is responsible for the organization's strategy and, in particular, its work in the areas of policy and investigations. She deals with the effects of algorithms & AI on people and society - and with their regulation at national and international level. Angela has been an expert in hearings of the Council of Europe, the German Bundestag and the Swiss Parliament and was honored as one of "100 Women in AI Ethics" worldwide in 2024. She is a member of an expert group of the Swiss Federal Administration and - in addition to her work at AlgorithmWatch - of the Federal Media Commission.

Angela studied political philosophy and ethics and then received her doctorate in law from the University of Zurich (Dr.iur.), where she researched how human rights can be applied across borders in the context of globalization and new technologies. She has been a visiting researcher at Columbia University, New York, and the Hebrew University, Jerusalem.

Before AlgorithmWatch, Angela worked at universities, for an innovation platform, a civil society think tank, and the Swiss Federal Department of Foreign Affairs.

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## PANEL SPEAKERS



**ADELHEID MOXON**  
CO-FOUNDER OF HOLCIM MAQER VENTURES  
VICE PRESIDENT OF WOMEN IN DIGITAL SWITZERLAND

Adelheid Moxon, a mother of three, is a visionary leader in open innovation, corporate venture capital, and digital transformation. As Co-Founder of Holcim MAQER Ventures, she helps drive strategic startup investments that accelerate decarbonization and digitalization in the construction materials industry. With over 15 venture deals and 100+ pilot projects, she has successfully scaled groundbreaking technologies, creating lasting business impact.

Beyond her corporate role, Adelheid is Vice President of Women in Digital Switzerland. She believes change doesn't happen on its own - it requires individuals to act, open doors, and lift others as they rise. With 20 years of experience in transformation and innovation, she has seen firsthand that diverse perspectives fuel disruption and progress.



**FOCUS:  
DRIVING  
SUSTAINABILITY  
THROUGH STARTUP  
COLLABORATIONS,  
DIGITAL AND AI.**



**NIKKI BÖHLER**  
CO-FOUNDER OF INTERSECTIONS

Nikki Böhler is a multiple digital founder: Among other things, as managing director of Opendata.ch, she drew attention to the value of data and promoted open source projects for democratic innovations. She was named one of Forbes' 30 under 30 and Bilanz's Digital Shaper in 2024.



**FOCUS:  
DEMOCRATIC  
INNOVATION AND  
DIGITAL LITERACY  
FOR SOCIETY**

Mandates:

- [CodeExcursion](#) and [HEK](#)
- Expert Committee [Digital Trust Label](#)



# WOMEN IN BUSINESS AND AI NAVIGATING THE GENDER GAP

## PANEL SPEAKERS



**CARMEN SOMM**  
FOUNDER, GENERAL MANAGER AND FREELANCE AUTHOR  
CO-VICE PRESIDENT OF BPW CLUB KREUZLINGEN

Carmen Somm's entrepreneurial journey began in the internet's infancy, where as Managing Director of CompuServe D/A/CH, she pioneered online offerings. She later ventured into e-commerce with somm.com, leveraging venture capital to expand their cloud services across Europe. Currently, she develops her own AI-tools and experiments with various approaches to decrease bias.

As a passionate sailor, Carmen co-founded the Swiss Sailing National League, a testament to her commitment to sport and innovation. In her voluntary work, she advocates for diversity, equity & inclusion, reflecting her belief in empowering all voices.



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

**FOCUS:**  
DEIB IN AI MODELS  
AND FEMINIST  
PERSPECTIVES ON AI  
DEVELOPMENT



**SHEERAH KIM**  
HEAD OF ICT/DIGITALIZATION, CITY OF AFFOLTERN AM ALBIS  
CO-PRESIDENT OF BPW CLUB ZÜRICH

As a gamer, Sheerah Kim has a natural affinity to technology and likes to experiment in new fields. After building her career in data analytics and corporate strategy at Swiss Re in Zurich and Singapore for 15 years, she decided to fully pivot into tech. She joined the ETH spin-off incon.ai that develops AR/MR solutions for the construction industry before assuming her current role as Head of ICT/Digitalization at a city administration.



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

**PANEL  
MODERATION**

**FOCUS:**  
WHY ETHICAL  
DEBATE MATTERS

Sheerah holds a Bsc in Business Administration and a Certificate of Advanced Studies in Digital Ethics. As the co-president of BPW Business & Professional Women Club Zurich she actively promotes DEIB, which also why drives her passion to make technology more accessible for underrepresented groups.

# WOMEN IN BUSINESS AND AI NAVIGATING THE GENDER GAP

## LIVE BROADCAST DEEP DIVES



**ANDREA SCHELLER**  
OPERATIONAL TEAM LEAD, WIKIMEDIA CH  
BOARD MEMBER OPENDATA.CH

Andrea Scheller joined Wikimedia CH - a chapter by the Wikimedia Foundation - in 2024 and leads the 100% remotely working operational team in Switzerland. She originally studied Human Geography at the University of Zurich as well as Society, Science and Technology at EPFL in Lausanne.

She is experienced in the management of data-based information production and dissemination as well as in (quality) monitoring and evaluation. In all her managerial functions, she has always and readily been operationally and strategically active at the same time – mostly in small agile teams, which she has led in an integrative way. Her previous roles include Head of the Duty Station Luxembourg and Director of the Statistical Office.

**DEEP DIVE:  
THE WOMEN IN RED  
ON WIKIPEDIA,  
CONTRIBUTING TO  
MORE EQUALITY IN  
SOURCES USED BY  
LARGE LANGUAGE  
MODELS**



**LÉONIE KIRCHGEORG**  
BUSINESS DEVELOPMENT MANAGER, AI BUSINESS SCHOOL  
PROJECT LEAD EQUAL PAY DAY A.I., BPW CLUB ZÜRICH

Empowering companies to scale AI, foster creativity and lead their industries is Léonie's professional passion. As a Business Development Manager at AI Business School, she helps businesses navigate the transformative fields of AI and digitalization.

She previously led global marketing and branding efforts for the hydraulics company ARGO-HYTOS, implementing key digital initiatives across 16 global entities. Léonie holds an MSc in Management from the University of Edinburgh Business School and a BA in English Literature from Davidson College (USA).

**DEEP DIVE:  
THE AI ADOPTION  
GAP, TRENDS AND  
STRATEGIES FOR  
MORE  
EMPOWERMENT**



# WOMEN IN BUSINESS AND AI NAVIGATING THE GENDER GAP

## CO-HOSTS



**BARBARA HALLER RUPF**  
MANAGING DIRECTOR OF ACADEMIA RAETICA  
BOARD MEMBER OF BPW SWITZERLAND

Barbara Haller Rupp holds an MSc in Geography and Sports Science, a secondary school teaching diploma, and an EMBA. She has been the Managing Director of Academia Raetica since 2021. With her company haller-tournet GmbH, she advises companies, NPOs, and educational institutions in the fields of education and tourism in Switzerland and abroad.

Since three years, Barbara holds board mandates at SHL Schweizerische Hotelfachschule Luzern and Graubünden Digital and has been elected to the Central Committee of BPW Switzerland in June 2024.

**OPENING AND  
INTRODUCTION TO  
CSW**



**NATHALIE KLAUSER**  
CO-FOUNDER INTERSECTIONS  
FOUNDING MEMBER OF CH++

Nathalie Klauser is a transversal digital entrepreneur: During her start-up period, she experienced the ethical limits of data trading, coordinated scientific solutions for a blockchain consortium of ETH & HSG and initiated civil society digitization projects at the Risk Dialogue Foundation.

Mandates:

- Board member & founding member of Future City Alliance and CH++
- Member of the Ethics Council MIDATA Cooperative and City of Lucerne "Smart City"

**intersections**  
VIRTUAL  
SESSION & CHAT  
MODERATION



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## CO-HOSTS



**MERLE ZUR**  
LEAD PROGRAMS & PARTNERSHIPS, IMPACT HUB  
CO-HOST AT SWISSPRENEUR

Merle is the Lead for Programs and Partnerships at Impact Hub Zurich, a moderator and the former lead of the Female Founders Initiative. Besides her work at the Impact Hub, she is also a Co-Host at the Swisspreneur Podcast, works as a Strategic Partnerships Specialist at Inverto Earth, and is a Yoga teacher.



FEMALE FOUNDERS  
INITIATIVE

VENUE HOST

Her background is in Intercultural Communication and after having lived and worked in Germany, Hong Kong, the Netherlands and the UK, her path finally led to beautiful Zurich.



**LORENA PERRIN KREIS**  
CO-MANAGING DIRECTOR, IMPACT HUB ZURICH  
CO-MANAGING DIRECTOR, KRAFTWERK

With a background in Social and Communication Studies (BA University of Lucerne), International Affairs (MA HSG) and European Affairs (MA Sciences Po, Paris), Lorena worked several years as a management consultant specializing in innovation, strategy and organisational design.



VENUE HOST

Wanting to combine purpose, skills and passion, Lorena joined the Impact Hub Zurich Team as a Partnership Curator in 2017. Together with Leana, Lorena co-founded the Impact Hub Spin-Off reverse, a purpose driven service design and innovation agency. After a stop driving projects in the field of circular economy and SMEs for the FHNW, Lorena re-joined the Impact Hub Zurich team again in 2023.