

Media Release, 9 May 2017

Change of Leadership:

Kristine Braden elected as new Advance President

The General Assembly confirmed on 8 May 2017 that Kristine Braden succeeds Simona Scarpaleggia after a four year term as the new President of Advance. Kristine Braden, an American citizen, is Citi Country Officer for Citibank Switzerland, Monaco and Liechtenstein. She is based in Zurich.

Advance is a non-profit organisation founded in 2013 to support the increase in percentage of women in leadership roles and promote gender equality in Switzerland. Advance has achieved great success in its four years since its inception, growing from 10 founding companies to close to 70 member companies today. A large part of its success is due to its co-founder Simona Scarpaleggia, CEO IKEA Switzerland, who saw the need to give voice to women's empowerment to further help fuel the growth of the Swiss economy. Ms. Scarpaleggia is well known in the Swiss economic and political circles as well as in the media.

«It was both a pleasure and a deep honour for me to work with the Advance board members and engage with our member companies – including men and women alike – to advance the gender parity agenda in Switzerland. We can all be proud of what we have achieved so far but we are still a long way to go to achieving our goal. The next phase belongs to the new generation with fresh ideas», says Ms. Scarpaleggia. «Kristine is the ideal successor. I very much appreciate her as a person and as a driven leader. She is a passionate advocate for the women agenda and has been engaging in promoting diversity and gender equality for years. She is also a great communicator – an essential asset to this position.»

Incentives for measurable results

Kristine Braden has been with Citi since 1998. In 2015, she moved to Switzerland to take on the role as Citi Country Officer for Switzerland, Monaco and Liechtenstein. As a female business professional and as a mother of two children, she has been actively working on women's empowerment in various forums, including as co-chair of the Human Capital Development Committee for CitiWomen and co-chair of the EMEA Corporate and Investment Bank's Women's Leadership Executive Committee.

«I am deeply honoured to be the new president of Advance. Together with the newly elected and re-elected board members, we are determined to drive our cause to achieve greater gender parity in Switzerland. Gender mixed leadership teams make better decisions and are more innovative. While the benefits of including both male and female perspectives have not yet been recognized by many of the Swiss-based companies as a powerful competitive advantage, with Advance, I believe we can make a real difference here», says Braden. She aims for measurable progress: «The time of well-meant intent is over. Now is the moment for concrete action. In today's environment, the Swiss economy can no longer afford to lose so many highly qualified and skilled women. Upon starting a family they often experience a downturn in their career, which a majority never regains. There are multiple ways to prevent this. Advance offers a range of measures that help companies and individuals to foster more flexible and diverse career paths.» Among Braden's envisioned ventures are, for instance a diversity award with a competitive edge, continuously expanding the programme for female leadership, skill building and cross-company mentoring, as well as appointing a well-connected

Swiss patron. «With our engagement to promote more women in the management levels of Swiss-based companies, we ultimately engage for a more resilient Swiss economy. We are convinced that gender equality and inclusion in all spheres of life leads to higher productivity, more innovation and sustainable profitability.» Kristine Braden assumes her role as Advance president with immediate effect.

More information www.advance-women.ch

Advance Conference 2017: www.advance-conference.ch

For Interviews, Images / Logos or other questions please refer to:

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About Advance

Founding Members



Member companies

ABERDEEN | ACCENTURE | ADECCO | ALCON | ASTRA ZENECA | AXPO | BANK FOR INTERNATIONAL SETTLEMENTS | BDO | BIOGEN | CITI | CLARIANT | DART | DELOITTE | DEUTSCHE BANK | DOW | EIDG. PERSONALAMT EPA | EMMI | EY | FELLER | GOOGLE | GSK | GUTOR | HILTI | HSBC | KANTON ZÜRICH | KPMG | LGT CAPITAL PARTNERS | LOMBARD ODIER | LONZA | MANPOWER | MIGROS | NESTLÉ | NESPRESSO | NOVARTIS | NZZ MEDIENGRUPPE | OLIVER JAMES ASSOCIATES | PFIZER | PICTET | DIE POST | RAIFFEISEN | RANDSTAD | ROBECOSAM | ROCHE | SBB | SCHNEIDER ELECTRIC | SKYGUIDE | SRG SSR | SWISSCOM | SYNPUULSE | TAMEDIA | THOMSON REUTERS | UBS | WALDERWYSS RECHTSANWÄLTE | ZÜHLKE | ZÜRICH | ZÜRCHER KANTONALBANK

Mission

The Advance mission is to actively increase the share of women in leading positions in Swiss companies on an ongoing basis. We believe that sustained success depends on having a balanced gender mix at all levels of an organization. Yet, the gender balance in senior leadership positions in Switzerland is still far from mixed. The share of women falls well below the international average at only 9%. Our aim is to ensure that women occupy 20% of all leading positions in our member companies by 2020 and hence that our economy benefits from the higher innovation, profit and productivity that result from having mixed-gender management teams. Advance was founded following an initiative by female executives from ten leading Swiss based companies. It is a non-profit association and is funded through an annual subscription fee paid by the member companies. Other companies are highly welcome to become members.

advance-women.ch