

# ETHICAL PRACTICE OF AI ALGORITHMS AND ITS IMPACT ON YOUNG GIRLS AND WOMEN

An official NGO CSW Parallel Event  
by Young BPW Business & Professional Women

REGISTER  
NOW!

SATURDAY,  
11 MARCH 2023  
2PM CET IN GENEVA  
(LIVE BROADCAST 3PM CET, 9AM EST)

Click here 

Join us for an official parallel event of the NGO CSW67, a discussion on the Commission on the Status of Women!



University of Geneva & Online  
Building: Uni Mail, Room: S130

Priority theme of the CSW in 2023:

"Innovation and technological change, and education in the digital age for achieving gender equality and the empowerment of all women and girls."

We will talk about

- #psychologicalsafety when exposed to algorithms of social media
- How can #AI #algorithms help to promote DEI #diversity, #equity & #inclusion and what the role of policy makers, educators, programmers and corporations?

This event is presented to you by:



**BPW SWITZERLAND**  
Business & Professional Women

75  
JAHRE  
ANS  
ANNI



**BPW GERMANY**

# ETHICAL PRACTICE OF AI ALGORITHMS AND ITS IMPACT ON YOUNG GIRLS AND WOMEN

An official NGO CSW Parallel Event  
by Young BPW Business & Professional Women

## THE FULL PROGRAM



### FRIDAY, 10TH MARCH 2023

#### ARRIVAL & CHECK-IN

15:00 Check-in Accommodation

19:00 Young BPW Introduction & Networking Dinner

*(Fondue Bateau, Quai du Mont-Blanc 4, 1201 Genève)*

### SATURDAY, 11TH MARCH 2023

#### SIDE EVENTS YOUNG BPW

09:30 Workshops by Young BPW

12:00 Lunch (free time)

### MAIN EVENT

*Uni Mail, Boulevard du Pont-d'Arve 40, 1205 Genève*

14:00 Registration Desk

14:00 Networking Coffee (on-site)

15:00 Panel discussion & Live Broadcast

16:30 Closing

17:00 End of Event



#### SIDE EVENTS YOUNG BPW

19:30 Young BPW Dinner & Night Out

*(Le Scandale, Pizza & Cocktails, Rue de Lausanne 24, 1201 Genève)*

### SUNDAY, 12TH MARCH 2023

#### CHECK-OUT & OPTIONAL BRUNCH

10:30 Check-out time from Accommodation

11:00 Young BPW Brunch (optional)



**BPW Europe**  
Business and Professional Women



**BPW SWITZERLAND**  
Business & Professional Women

**75** JAHRE  
ANS  
ANNI



**BPW GERMANY**

# ETHICAL PRACTICE OF AI ALGORITHMS AND ITS IMPACT ON YOUNG GIRLS AND WOMEN

An official NGO CSW Parallel Event  
by Young BPW Business & Professional Women

## THE PANEL

### EVA FREY HEAD OF QUALITY AT GREENTEG

Eva is a board member of women++ a Swiss non-profit organization which is on a mission to increasing diversity in the Swiss tech industry and job market. Eva Frey is Head of Quality at greenteg, a spin-off of ETH Zurich, which develops, manufactures, and markets thermal sensors to brands, OEMs and research labs around the world.

In her bachelor's and master's degree studies, she researched the human condition from the interdisciplinary perspectives of linguistics, psychology, and cultural theory. Eva works in the medical technology industry and is particularly interested in the practical applications of a "responsible technology" framework.



### LIZ LIAN CO-FOUNDER OF MIDDLE ROAD

Liz is the Co-Founder of Middle Road, a non-profit that supports safe and healthy digital life for youth and families. Leveraging her experience as a technology consultant, education catalyst and parent, she co-creates learning models across organizations to drive healthier outcomes for children, families and their communities. Liz lives in Basel, Switzerland with her husband and two daughters. She received an MBA from INSEAD and a Bachelor in Science from MIT.

*"We help youth, parents and youth providers navigate a 'middle road' between the fear of online dangers and the fear of missing out on what technology offers."*



### URSULA MARIA MAYER CEO AND CO-FOUNDER OF SCIFORM

Ursula is a computational scientist, engineer and award-winning serial entrepreneur. She is particularly dedicated to supporting her customers to achieve their goals with responsible AI. Prior to Sciform, Ursula assumed various positions in market-leading companies and renowned research institutions concerned with advancing numerical and artificial intelligence methods as well as large-scale software architectures including network security, OLED and solar cell simulations and aerodynamic simulations.

Ursula holds an MSc (hons) in Computational Science from the Technical University of Munich and a MSc ETH in Civil Engineering from ETH Zurich.



### SHEERAH YUHEE KIM MODERATOR & MAIN ORGANISER

Sheerah is the main organizer and moderator of the NGO CSW67 parallel event "Ethical practice of algorithms and its impact on young girls and women". After working in technical accounting, data analytics and corporate strategy development for 15 years at Swiss Re, she decided to venture into a different career path and has now enrolled for an advanced study in Digital Ethics at HWZ University of Applied Sciences Zurich.

Sheerah Kim holds a BSc in Business Administration and is member of Executive Board, Communications Officer and co-facilitator of digital leadership trainings at BPW Europe since 2021 and the Young BPW Representative in Switzerland since 2022.



# ETHICAL PRACTICE OF AI ALGORITHMS AND ITS IMPACT ON YOUNG GIRLS AND WOMEN

An official NGO CSW Parallel Event  
by Young BPW Business & Professional Women

## THE PANEL

(CONTINUED)

### MAYA DOUGOUD FOUNDER AND CO-PRESIDENT OF STRUKTURELLE



StrukturELLE

Maya is the founder and co-president of StrukturELLE and associate professor teaching ICT-law at the University of Applied Sciences (HEG-FR) in Fribourg, Switzerland. She has participated in many innovation awards with ideas ranging from mobile health applications to mechanical engineering parts. She was the youngest president of Swiss Women Layers, and is member of the jury in the Swiss Bar Association for the Emilie Kempin-Spyri prize. She acted as legal advisor for data protection at SWITCH - a Swiss national research and education network organisation. She conducts research combining digital and gender compliance: ex. [Digital Skills](#), [Genre et Numérique](#), [OA and regulatory framework](#).

Originally born in Sarajevo, Bosnia, she is a mother of two teenagers and can converse in several languages such as French, German, English, Italian and Slavic Balkan languages.

### MAUDE LAVANCHY RESEARCH FELLOW AT IMD BUSINESS SCHOOL

Maude is a research fellow at IMD Business School in Lausanne. Her research focuses on the impact of artificial intelligence on society and within organization, specifically looking into algorithm aversions and biases in human interaction. She has published several articles in academic journal as well as in HBR.org, Bloomberg and the World Economic Forum. Prior to joining IMD Business School, she was a research and teaching assistant at HEC Lausanne, and a vivid blogger for iconomix.ch (the Swiss National Bank's web-based economics teaching programme).

Maude is passionate about sports, economics and new technologies. She holds a PhD in Economics from HEC Lausanne as well as a Bachelor of Science and a Master of Science in Economics. She is also a former semi-professional volleyball player.



IMD  
Real learning  
Real impact

### ALEX AFONSO HAND OF CREATIVE AT ZEAM

Alex started his career as a Computer Science Engineer already at the age of 16 and at the age of 20, he supported a pioneering project with Sonova Group as part of the IT infrastructure team at the Wireless Competence Center in Murten - the world's first generation of carbon-neutral building. He then decided to pursue his dream of becoming a creator, worked as a part-time journalist while studying at Zurich University of the Arts in 2021 and continued to dive into the art space himself as a freelance photographer with his productions at [verfluecht.ch](#).

Since 2022, he is Hand of Creative and Cyberspace Expert at ZEAM, a one of a kind Gen Z Consulting firm that went viral with its business model and manages some of the biggest TikTok accounts in Switzerland.



ZEAM

# ETHICAL PRACTICE OF AI ALGORITHMS AND ITS IMPACT ON YOUNG GIRLS AND WOMEN

An official NGO CSW Parallel Event  
by Young BPW Business & Professional Women



**BPW SWITZERLAND**  
Business & Professional Women



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

## FLORENCE ANGLES PRESIDENT - BPW CLUB GENEVA

Florence is the President of BPW Club Geneva. Before assuming her presidency role, she was board member of BPW Switzerland as Finance Officer and in charge to shape the strategy for the project "Women on Boards". Florence is an engineer in statistics by training with an MBA in finance and an executive DBA. Her research has focused on digital and sustainable finance.

Florence works for a big IT company and has 22 years of experience in risk management covering financial and non-financial risks (operational, cyber, digital...) including ESG.

## KATRINA EDMUNDS NETWORK RELATIONS - BPW CLUB LAKE GENEVA

Originally from Scotland, Katrina is an educator, whose love for foreign cultures and languages opened up a career where she travelled the world to promote British Higher Education before having twins which led her to settle in Switzerland to work in international education in 2014.

She is currently an academic counsellor at the International School of Lausanne ISL. She is chair of the Swiss Group of International School University Counsellors, a mentor to the Gender Equity Society at ISL and actively supports the School of Leadership Afghanistan as well as refugees in Switzerland through Établissement Vaudois d'Accueil des Migrants EVAM.



**BPW SWITZERLAND**  
Business & Professional Women  
**CLUB LAKE GENEVA**



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

## PRANVERA KËLLEZI MEMBER OF BOARD BPW CLUB GENEVA

Pranvera is member of board of BPW Club Geneva and an attorney at law. She represents companies and public organisations in business law, antitrust and competition, data protection as well as in public economic law.

Pranvera Këllezi holds a law degree and a Ph.D. from the Faculty of Law of the Geneva University, and an LL.M. in European Law from the College of Europe in Bruges. She was previously a teaching and research assistant at the Faculty of Law, University of Geneva. She is member of the Swiss Competition Commission (Comco) and publishes regularly in her fields of expertise.

## LINDA HERZOG-MAYER CO-DIRECTOR OF CENTRAL OFFICE BPW SWITZERLAND

Linda has been the co-managing director of BPW Switzerland since 2020 and is member of the LENA Scholarship commission, named after the American founder of BPW International, Lena Madesin Phillips, who devoted her life to women's rights and equal opportunities. Linda supervises the "Women into the executive levels" campaign, leads the Finance department at the central office of BPW Switzerland and curates BPW Switzerland's social media presence.

In her private life, she is a board member of the Lake Hallwil rowing club and lives in Lenzburg, where she is also a member of the Lenzburg BPW Club.



**BPW SWITZERLAND**  
Business & Professional Women

# ETHICAL PRACTICE OF AI ALGORITHMS AND ITS IMPACT ON YOUNG GIRLS AND WOMEN

An official NGO CSW Parallel Event  
by Young BPW Business & Professional Women



**BPW GERMANY**

## JULIA CLAUSSEN YOUNG REPRESENTATIVE BPW GERMANY

Julia just recently relocated to Denmark from Switzerland and works as a Consultant for Process Engineering at Fertin Pharma. In 2021, she founded the BPW Digital Accelerator at BPW Germany and was appointed as member of the Standing Committee on Business, Trade and Technology.

Julia holds a Master degree in Mechanical Engineering, Production & Process Technology from the University of Bremen, speaks English and German fluently, and can converse in French. She is also a member of the Association of German Engineers (VDI) and the independent network for education, environment and society (BUG).



## KATJA KREYENKAMP YOUNG BPW CORE TEAM - CO-HOST SIDE-EVENTS

Katja is a motivated jogger, a results-oriented business consultant, a business student. Even before her studies, she gained practical experience in entrepreneurship by helping a start-up develop its business plan and pitching it successfully. This is where she discovered her interest in investing and consulting. She is consistently dedicated and motivated to contribute towards a responsible and equal society, and she is committed to a sustainable future on all levels (social, economic, and ecological).

Katja is currently in her last bachelor's semester for International Business Administration and is a member of board at the student consulting firm Heinrich Heine Consulting. In addition she completed several consulting internships in different companies.



**HHC**  
HEINRICH HEINE CONSULTING  
NEXT GENERATION FOR TODAY'S BUSINESS

## NAYLA VENTURA YOUNG BPW CORE TEAM - VIRTUAL MODERATOR

Nayla is the owner of Rug Your Life, which she founded in 2010 to create bespoke handmade rugs with her clients' own design, favourite art and children's art. She has lived in several countries, currently Germany, speaks six languages and is a member of BPW Munich. As a business woman and as a mother, it is very important for her to participate in creating a more ethical world for young people in this digital age.

She holds a degree in International Commerce by the University Pompeu Fabra in Barcelona and the Copenhagen Business School.



**RUGYOURLIFE**

# ETHICAL PRACTICE OF AI ALGORITHMS AND ITS IMPACT ON YOUNG GIRLS AND WOMEN

An official NGO CSW Parallel Event  
by Young BPW Business & Professional Women

## ABOUT

BPW Business & Professional Women represents the largest non-profit business women's network in Europe with over 17.000 members promoting equal opportunities and status for women in the economic, civil and political life. We are part of the International Federation of BPW that was founded more than 90 years ago.

Young BPW is a special chapter within the BPW organisation that creates a programme specifically for young business women and female entrepreneurs up to the age of 35. Our mission is to create a better and sustainable future for women, and to enable economic security and independence with a strong international, national and local network of relationships.

The NGO Committee on the Status of Women, NY (NGO CSW/NY) was created in 1972 is a convener of global civil society for the annual UN CSW Commission on the Status of Women and global gender equality advocacy. Consisting of hundreds of events throughout two weeks, the Forum runs parallel to the official CSW session taking place at the UN Headquarters. This provides civil society the opportunity to engage in the CSW sessions and a Forum for exchange of information on global women's issues.



[www.bpw.ch](http://www.bpw.ch)



[www.bpw-europe.org](http://www.bpw-europe.org)



[www.bpw-germany.de](http://www.bpw-germany.de)



<https://ngocsw.org/>