



ZURICH

30 MAY 2018

Registration 12:00

Event: 12:15–13:45

Followed by networking lunch

Saxo Bank-Trading Lounge

Ground Floor,

Beethovenstrasse 33, Zurich

GENEVA

31 May 2018

Registration 18:15

Event: 18:30-19:30

Followed by networking apéro

Warwick Hotel

14 rue de Lausanne

Geneva

SMART WOMEN AND RISK-TAKING

Barbara will begin by presenting the high level findings of her global research to be released on International Women's Day, 8 March 2018. In 2017, Barbara interviewed 50 accomplished women globally to uncover four dominant themes about smart women and risk-taking.

This presentation will focus on how the global finance culture is changing quickly as we are undergoing a radical shift in socialisation. Finance institutions around the world are rapidly realising that women represent a lucrative business opportunity and they are becoming today's largest, most important, and most under-served target market. Barbara will offer her predictions on the global landscape based on current trends.

Speaker: Barbara Stewart CFA, is a leading researcher on women and finance. She is an advocate for women, for diversity and for financial education, both in public and as consultant using her proprietary research skills to help large global financial institutions seeking to transform themselves. She has researched, written and published an annual series of Rich Thinking™ white papers, launching every International Women's Day. Eagerly anticipated, these papers have changed the global conversation around women and finance. In addition to being a researcher and author, Barbara is a sought after speaker, educator and evangelist on women, money and investing. Whether in an intimate setting, or a keynote speaker to thousands, Barbara shares her research with women (and men) of all ages, reminding them that "women need finance, and finance needs women!"™ She is a columnist for the CFA Institute's Enterprising Investor website, and a thought leader regularly consulted by print and broadcast media worldwide. In her previous life, Barbara spent five years as an institutional currency trader and 20 years as a portfolio manager and investment counsellor for high net worth investors.

