



**University of
Zurich** ^{UZH}

Gender Equality and Diversity



Navigating Unseen Roads: Exploring the Impact of Bias on Academic Women's Career Trajectories

27 May 2024, 4.00 - 6.30 pm

UZH, RAA-Building, Rämistrasse 59, Zurich

What does it mean for female founders to build start-ups and spin-offs as opposed to their male peers?

Do conscious and unconscious bias play a role?

A female founder sharing her story after a decade in entrepreneurship.

This event is co-organized by the Office Gender Equality and Diversity, University of Zurich and ETH Diversity, ETH Zurich, partners in the Femspin project.

Femspin is a collaborative project by swissuniversities (Federal Programme P7), which aims at promoting equal opportunities in the field of spin-off activities by setting a specific focus on women. Cooperation partners: ETH Zurich, EPFL, Paul Scherrer Institute, Universities of Zurich, Basel, Bern and Geneva, Swiss Universities of Applied Sciences in Western (HES-SO), Southern (SUPSI) and Northwestern Switzerland (FHNW, Leading House).

Date **Monday, 27 May 2024**

Time **4.00 – 6.30 pm**

Location **UZH, Rämistrasse 59, 8006 Zurich – Room RAA-G-15 (2nd floor)**

Program

4.00 pm **Welcome**

Dr. Christiane Löwe, Head Gender Equality and Diversity Office, UZH
Dr. Raphaela Hettlage, Team Leader ETH Diversity, ETH Zurich

4.10 pm **Femspin Project**

Prof. Rolf Meyer, Project Lead FemSpin

4.20 pm **Navigating Unseen Roads:**

Exploring the Impact of Bias on Academic Women's Career Trajectories

Andreia R. Fernandes, Founder SEABRAND International GmbH & Lead
Entrepreneurship Training, UZH

5.05 pm **Q&A session**

5.30 pm **Apéro riche**



Andreia R. Fernandes thrives in a dynamic portfolio career spanning entrepreneurship, advisory roles, authorship, speaking engagements, coaching, and facilitation.

As the founder of SEABRAND International, she adeptly connects the realms of Leadership and Strategy, serving as a business curator passionate about optimizing success at individual, team, and organizational levels. She works with Start-ups as well as multinational companies across industries.

With a focus on strategic and leadership enhancement, Andreia delves into areas such as coping with failure in entrepreneurial and cultural contexts, portfolio careers, and their impact on fulfillment. Committed to diversity, she offers coaching and spearheads global startup accelerator programs, such as the Global Women Entrepreneur Week, while also lending support to startups as an investor and board member. As a trusted advisor and coach, she empowers a diverse clientele – from diplomats to entrepreneurial professionals – in crafting fulfilling career paths and overcoming challenges to build optimal teams. www.andreiafernandes.com, www.seabrand.ch

