



Joint Webinar

## Gender Diversity, Equality and Inclusion in Swiss Companies in Latin America

June 22, 2022

4.00-5.30 pm (Swiss time)

### Biographies



**Marion Braegger**

Finance Director (CFO)

**Roche** Pharma, Uruguay, Bolivia and Paraguay

Marion Braegger has a Master's Degree in Business Administration from the University of St.Gallen, Switzerland, and is a Certified Public Accountant.

She started her professional career at PricewaterhouseCoopers in Zurich before joining Roche's Group Audit team in 2008. In 2011 Marion moved to the San Francisco Bay Area and held various roles of increasing responsibilities in Research & Development Finance at Roche's subsidiary Genentech. In 2020 she took on her current role as Finance Director for Roche Uruguay, Bolivia and Paraguay.



**Monique Clúa Braun**

General Manager South Cluster (Argentina, Chile, Uruguay, Paraguay, Bolivia)

**Novartis**

Monique is number one in the Division of Oncology at Novartis Argentina since 2019. Her trajectory in the region has been characterized by work with health systems, generating alliances as well as advancing business models and medical practice for future needs. With more than 20 years of experience in the sector and her inspirational leadership, Monique connects cross-functional teams, establishes effective customer engagement, and applies strategic thinking enabling the organizations she leads to implement value-added actions. Since her arrival in the country, she transformed business and culture and established innovative links, while developing agile talent.

Prior to joining Novartis, Monique pursued for 25 years a career at CDMX Mexico, where she was last Transformation Head, LatAm and Canada. Monique Clúa Braun has a Degree in Communication with Specialty Advertising and Marketing from Universidad Anáhuac, and Management Certificates from University of St.Gallen, Switzerland, and from ISTESEM, Mexico.



**Paola Cobo**  
General Manager

**SICPA Ecuador**

Paola Cobo is currently the General Manager of SICPA Ecuador and an active member of its Advisory Board. She is part of the Management Team of SICPA affiliates in Ecuador, Chile and the Dominican Republic. She joined SICPA in November 2016 after extensive experience in multinational companies from the Chemical, Telecom, Pharmaceutical and Automotive sectors, in particular: COO, Autoeastern Holding LLC; Administrative Finance Manager, Roche Diagnostics Ecuador; Finance Manager, Ericsson Ecuador; Head of Finance, BASF Ecuatoriana. She has ample knowledge in Financial Management, in Business Management Design, Planning and Strategy, as well as Communication, Public Relations and Systems Management. She has more than 15 years of experience in leading high-performance, multidisciplinary teams.

She obtained an MBA, BBA, Mkt Diploma and Compliance Diploma. Since 2018, Paola Cobo has been a Business Mentor at Endeavour in Ecuador.



**Lizzie Kennedy**  
Country Manager

**Nestlé Paraguay**

Lizzie Kennedy is Country Manager of Nestlé Paraguay. She has been with the company for more than 15 years. She started at Nestlé in 2005 as a Consumer Marketing Manager and has since developed a career in Marketing and Sales, successfully leading the launch of new brands and businesses such as KitKat and Nescafé Dolce Gusto. Lizzie is the first woman and Paraguayan to lead a corporation like Nestlé Paraguay.



**Karina Lerma**  
CEO  
**Fracht, Mexico**

CEO and Founder  
**Valmik Logistics, Mexico**

Karina Lerma has been part of the Logistics Industry for the past 23 years, having worked for two of the world's top players in freight forwarding. She now leads her own company and is, at the same time, a fulltime CEO of Fracht Logistics de México SA de CV. Prior to joining Fracht, Karina Lerma was General Manager, Freight Forwarding Division, at C Logistics, and for over 17 years Vice-President Seafreight at Kuehne + Nagel.

Karina Lerma obtained her LRI in International Business and Foreign Trade at the Tecnológico de Monterrey.



**Susana Torres**

President

**Swiss-Chilean Chamber of Commerce**

Susana Torres has a Degree in Civil Chemical Engineering from the Royal Institute of Technology in Stockholm (KTH), an MBA from the Universidad de Chile, and a Master's in Marketing and Commercial Management from ESEM, Spain. She obtained a Diploma and Certificate in Coaching from the Universidad Católica, and enrolled in a Leadership Training from Endress+Hauser as well as Strategic Planning Courses for company directors at the Universidad Adolfo Ibáñez.

She developed her professional career in the field of suppliers of process automation, performing three years as Sales Manager at Pullen y Cía Ltda. Representative of Foxboro, among others; five years as Account Manager at Foxboro Chile; one year Sales Coordinator at Invensys Chile; three years Operations Manager at Endress+Hauser Chile; two years Country Manager of Endress+Hauser Chile; twelve years CEO of Endress+Hauser Chile.

Her experience as Director includes Puerto Antofagasta, Aprimin, Cintac S.A., Cámara Chileno Suiza de Comercio (currently President of the Board). She has also been actively involved in Union activities: one year President of the Committee of Automation, Asociación de Industria Eléctrica y Electrónica (AIE). She continues to be actively involved in issues of gender equality as a member of RedMAD, Hay Mujeres, Comunidad Mujer and as Ambassador of Inspiring Girls.



**Ana Tuñón Orrico**

Head of Diabetes Care, Central America, Caribbean and Colombia

**Roche**

A passionate person, Ana Tuñón loves new challenges and new ways of managing business. She has a high and reliable interest in people. She studied Pharmacy at University of Navarra, then had the opportunity to accomplish an MBA in Esade Business School as well as an Innovation program in IESE business School, both in Barcelona.

She developed her career in Spain working in different regions and roles in the commercial area and leadership: marketing, sales, business development and market access in Roche. After that, she seized the opportunity to get to know different markets in LATAM. Currently she is Head of Diabetes Care managing Central America, the Caribbean and Colombia at Roche. She loves working in an agile environment and leading people from diverse cultures and backgrounds.



**Bettina Zimmermann**  
CEO

**Roche Pharma, Peru**

Bettina Zimmermann has cross-industry, cross-functional and international experience (developed & emerging markets) with a major focus in the pharmaceutical industry in the areas of strategy, marketing, sales, access, transformation and innovation.

She is an energetic and inspirational leader who is both strategic and impact oriented. Her high system-thinking ability, entrepreneurial mindset, and ease with ambiguity helps her challenge the status quo to make a positive impact in people's lives through win-win situations.

Her trajectory is marked with successful product launches and leadership of complex and innovative initiatives through the collaboration in a matrix-organization and co-creation with external stakeholders. Her people leadership has a proven track record for inspiration, engagement, empowerment and development. Bettina Zimmermann speaks six languages fluently.



**Tatjana Gaspar** (*Moderator and Co-host*)  
Managing Director

**LATCAM**

Tatjana has been the Managing Director of LATCAM since November 2019. In parallel, she works as an independent consultant and business/life coach, after obtaining her Diploma in Systemic Coaching and Certificate in Online Training from Onken Academy in Switzerland. Prior to becoming independent, she worked for twenty years as a Senior Client Advisor and Team Head for Central/Eastern European high-net-worth individuals at UBS Private Banking, Mirabaud Banquiers Privés, Liechtensteinische Landesbank and Cornè Banca in Zurich. Before relocating to Zurich, Tatjana spent seven years at the World Economic Forum in Geneva, where she was a.o. responsible for the Latin American and Swiss corporate members as well as private and public sector participants and their programs at the Annual Meeting in Davos and multiple other summits worldwide.

Tatjana is Swiss of Croatian origin. She has a Licence ès Lettres (Master) in Hispanic and Russian Literature from University of Geneva, Switzerland, and is fluent in seven languages. Additional completed courses include Economics at the London School of Economics and Behavioural Finance at Zurich University. She is an active member of Business and Professional Women (BPW), the world's largest and oldest international business womens' association, where she served as the President of BPW Zurich Club with >200 members from 2014-18. BPW is a leading political force in Switzerland and in many other countries worldwide, committed to a clear mission: more women in leadership positions and in supervisory boards, equal salary for equal work, and equal career chances for women and men.

Tatjana is about to publish her first book, a fictional short story.



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**Christian Michel-Casulleras** *(Co-host)*

Director General

Swiss-Mexican Chamber of Trade and Industry

Christian is Swiss and Mexican. He is the Director General of the Swiss-Mexican Chamber of Trade and Industry since 2018. Previously, he served as Deputy Director in the same institution since 2016. He has an extensive career in Swiss and Mexican organizations and institutions as well as international organizations.

His experience with Swiss representations abroad includes Academic Intern at the Swiss Embassy in Brasilia; Science Project Manager for innovation and technology at Swissnex (Scientific Consulate of Switzerland in Rio de Janeiro); and Coordinator of Events of the Federal Department of Foreign Affairs in Switzerland during the Summer Olympics in 2016. His experience with Mexico includes Advisor in the Office of Relations with Congress at the Embassy of Mexico in the United States and Intern at the Permanent Mission of Mexico to the International Organizations in Geneva, Switzerland. Other experience includes Research Assistant at the Mexico Institute of the Woodrow Wilson International Center for Scholars in Washington, D.C., and Consultant for the World Bank on governance issues in Central Asia.

Christian has a Master in Foreign Policy with specialization in International Development from Georgetown University in Washington, D.C. (scholar Fulbright and CONACYT), and a Bachelor in International Relations from the University of Geneva, Switzerland.