Innosuisse Entrepreneurship Training Ticino

Università della Svizzera italiana



Module 2+

Own your story: Personal branding for women entrepreneurs.

Wednesday
28 October
2026
17.30-19.30

Startup Lounge
USI Startup Centre
Level 2, Sector C
East Campus USI-SUPSI
Lugano

Programme, information and registration
innosuisse-training-ticino.ch/en/feeds/42709

In the entrepreneurial world, founders are expected to communicate their vision, expertise and achievements confidently. However, research shows that women often engage less in self-promotion and present their accomplishments more cautiously than men. Combined with unconscious gender biases in entrepreneurship, this can affect their visibility, networking, fundraising and career opportunities. This event aims to provide practical tips on personal branding and effective communication from experts and female founders.

Agenda

17.30 Welcome and introduction
17.40 Keynote on personal branding and unconscious gender biases
Patricia M. Montesinos, Founder & President of FE+MALE Think Tank
18.10 Panel discussion
Alexandra Cetatoiu, Co-founder of CC Cardi
Alina Russ, Ex-founder of Lola's Kitchen
19.00 Networking apéro


Patricia M. Montesinos


Alexandra Cetatoiu


Alina Russ

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