



**100 women in  
hedge funds®**

**Education Session No. 249:**

**Becoming a Business Angels, how to invest and add value whilst managing richer lives and careers.**

March 21, 2011 at 6:30 PM  
Paris

Early stage investing is not a job, a hobby or a passion, it is all of the above, and more. Amazing entrepreneurs and business women will share their experience and illustrate how this fascinating and growing activity can feed our careers, enrich our lives and help solve some of the big issues in work/life balance.

**Participants**

**Laure Morsy, Moderator**, BNP Paribas  
**Brigitte Baumann**, Go Beyond Ltd  
**Sonia Rameau**, Business Angel  
**Daniela Soukup**, Business Angel  
**Stéphanie Savel**, President

**Event Details**

**Date:** March 21, 2011

**Time:** 6:15 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

**Host:** Association BNP Paribas MixCity

**Location:** BNP Paribas

AMPITHEATRE GLICENSTEIN

14, rue Bergère, Paris, 75009, France

(Please see below for directions.)

**RSVP:** [http://www.100womeninhedgefunds.org/pages/event\\_registration.php](http://www.100womeninhedgefunds.org/pages/event_registration.php)

This event is NOT FOR ATTRIBUTION.

**Admission to this event is free, but there is a 20 Euro charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to our 2011 beneficiary.**

Space is limited. No walk-ins will be permitted.

**Biographies**

**Laure Morsy**, Managing Director, Global Head of Financial Institutions Group, BNP Paribas

Laure Morsy started her career at Société Générale as General Inspector, was nominated Senior Credit Analyst

in the Counterparty Risk Department in 1993 and Senior Relationship Manager, Financial Institutions Group in 1996.

She joined BNP Paribas in 2000 as Senior Banker- Financial Institutions Group in charge of a portfolio of major French Financial Institutions. In 2006, she became Global Head of Business Development and Organisation, Financial Institutions Group ("FIG"), in July 2007 Deputy Head of FIG, Head of FIG International and is since June 2010 Managing Director, Global Head of FIG.

Laure is a graduate of I.E.P Aix en Provence (Political Sciences Institute of Aix en Provence) and holds a D.E.A (Master's) in International Public Law.

**Brigitte Baumann, CEO, Go Beyond Ltd**

Brigitte Baumann is the Founder and CEO of Go Beyond, the early-stage investing services firm which provides cross border investment opportunities, syndication/pooling, due diligence, investment monitoring services and training/coaching. She is a Business Angel and passionate about creating a sustainable world by investing and mentoring Impact entrepreneurs.

Brigitte is currently serving her second term as President of EBAN (the European trade association for Business Angel Networks and Seed Funds [www.eban.org](http://www.eban.org)). She has been a member of the World President Organization [www.ypowpo.org](http://www.ypowpo.org) since 1998 and leads its Business Angel interest group. She holds a B.Sc. in Chemical Engineering from Tufts University, Boston and an MBA in Finance from the Wharton School at the University of Pennsylvania. Brigitte is the subject of a Harvard Business School case study and lectures at IMD.

**Sonia Rameau, Publica, Business Angel**

Sonia started her career in 1992 at Eures France in Paris then Eures International in London where she spent four years in charge of marketing and development for catering in schools, councils and large corporations.

In 1996, she joined BusinessMeetings.com, an internet start-up dedicated to business travels, as Business Development Director. In October 1998, she launched SRNet Consulting, a consulting company working with internet start-ups helping them define and implement their marketing strategy and business development.

She became a private investor in Notrefamille.com in 2000 and slowly got more involved in the business, becoming Marketing and Business Development Director, Procurement then Vice CEO. NotreFamille.com (including Genealogie.com and Cadeaux.com), has been listed on Alternext since March 2007, and is the first internet portal dedicated to family life in France.

Early 2009, Sonia went back to consulting for startups whilst continuing her involvement with a dozen private Business Angels investments. In April 2010, Sonia launched Publica, a new internet startup dedicated to the distribution of digital documents.

Sonia graduated from the Ecole Hôtelière de Lausanne. She also holds a MBA from Lyon Business School (CESMA) and Cranfield University (UK). She is a keen traveler and an amateur sculptor.

**Daniela Soukup, Business Angel**

Daniela started her career in 1997 in Colorado, USA as software engineer with TRW Inc. In 2000, she joined 2 McDATA Corporation, still in Colorado, as a Project Manager, then 7 Southern California Edison, the largest electric utility in California, providing reliable service and community involvement, as Manager, Strategic Asset Management. In 2009, she joined Emerson Process Management, Switzerland, a \$21bn global diversified manufacturer of technology and engineering solutions for large-scale industries, as Strategic Planning Manager for Europe.

Daniela holds a Bachelor Degree in Computer Sciences, State University, Bucharest, Romania, a Masters of Science in Computer Science, Colorado University at Boulder, Colorado, USA, and graduated in 2008 from IMD Lausanne MBA. She speaks fluent English, Romanian, French and Italian.

Daniela is Mentorship Chair on the Board of Directors of 5 Women in Technology Intl a US non for profit

professional association committed to empower and advance women worldwide. Currently living in Lille, France, with her partner and their three children, Daniela continues to stay professionally immersed via the business angels' networks into the effervescent world of the entrepreneurs.

**Stéphanie Savel**, DDIDF, President

Stéphanie Savel is President of DDIDF, the French Business Angels network dedicated to sustainable development.

She founded fifteen years ago ASG Stratégie & Gouvernance, a research and training institute specialized in the work place and its interactions with society. The main focus of the institute is sustainable development, social responsibility, work life balance, work motivation, ethics and unfair discrimination. She takes part in many think tanks, such as early stage direct investing, Comité 21, Cleantuesday and Entreprendre Vert. Stéphanie is a graduate of IEP Paris.

## Directions

Métro Grand Boulevard

## About Association BNP Paribas MixCity

The Association BNP Paribas MixCity concerns all women managers who want to take steps to ensure that the role of women in the company and in society as a whole continues to be valued.

The association is a forum in which executive women can meet others like themselves, with different roles within the Group, in order to share their contacts, their knowledge and their experience.

The aim of this network, is to:

- Promote women's access to management roles; and
- Promote measures which facilitate an improved work/life balance.

## Aim and Objectives

- To create an active, valued-added social network within the company.
- To become a community for executive women at BNP Paribas which offers its members frequent opportunities for meetings and discussions in which to share their experience and thoughts. The more BNP Paribas' women managers identify and become involved with the association, the stronger the impact of the association's internal and external activities will be – enabling the Association BNP Paribas MixCity to become an effective contributor to the challenges being faced by the company
- To propose new "rules of the game" in order to evolve the codes which contribute to professional success and help break the glass ceiling. This means changing the assumptions, and some preconceptions of the decision makers, encouraging them to develop a positive attitude towards "talents au féminin."
- To extend the network's reach internationally by linking and supporting other groups across BNP Paribas.

<http://www.association-bnpparibas-mixcity.com>

## About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 250 events globally, connected more than 250 senior women through Peer Advisory Groups and raised close to \$20 million for philanthropic causes in the areas of women's and family health, education and mentoring. For more information about 100 Women in Hedge Funds, please visit [www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org).

## Give Back

100 Women in Hedge Funds provides a 'Give Back' program that enables members to match their resources (time, access, financial) to projects that will help us expand our successful initiatives. Visit [http://www.100womeninhedgefunds.org/pages/give\\_back.php](http://www.100womeninhedgefunds.org/pages/give_back.php) today and tell us how you can help.

**100WHF *Connect!***

Get *Connected* today! Visit [http://www.100womeninhedgefunds.org/pages/membership\\_connect.php](http://www.100womeninhedgefunds.org/pages/membership_connect.php) for details and to sign up.

**100WHF Access Fee**

Have you paid your access fee? If not please go to

[https://www.100womeninhedgefunds.org/pages/member\\_payment.php](https://www.100womeninhedgefunds.org/pages/member_payment.php). We appreciate your continued support!