



**100 women in
hedge funds®**

Starting your Business: Branding, Product Placement and Marketing

October 15, 2013 at 6:30 PM
Geneva

Starting a business requires marketing muscle. Explore the issues around product placement and marketing with a business coach and an industry professional at the second workshop in our series.

First, consider the mindset to navigate the transition and psychological approach to building your own business, recognising and capitalising on the strengths that have generated success so far. Also, review an outline of the individual authenticity necessary to accomplish your ambitions.

In a storytelling format, hear about a startup enterprise's evolution in light of continuous repositioning and innovation. This theme builds on the need to adapt new businesses to the constantly changing market paradigm and provides advice to achieve effective adaptation.

Participants

Dena Arstall, Ad Libitum Business Coaching

J. Matthieu Laburthe, Office de Promotion des Industries et des Technologies

Event Details

Date: October 15, 2013

Time: 6 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.

Networking and cocktails will follow.

Host: Fondetec

Location: Rue Hugo-de-Senger 3, **Geneva**, 1205, Switzerland - [Directions](#)

RSVP: Please refer to your invite

If you have any questions about this event, please contact the [Geneva](#) committee.

If you would like to make a special donation to 100WHF to support our ongoing senior practitioner events, please [click here](#), or to become a 100WHF Global Angel, please [click here](#).

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission to this event is free, but there is a 30 CHF charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to The Roger Federer Foundation, 2013 beneficiary of 100WHF's Swiss philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

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

Biographies

Dena Arstall, Founder, Ad Libitum Business Coaching

Three years ago, Dena decided to build on her City and entrepreneurial background to form Ad Libitum Business Coaching. Dena brings her diverse career background to benefit her business coaching, specialising in individual and team performance and working with managing directors and chief executives looking to enhance their leadership ability. Business experience and coaching expertise are utilised to challenge leaders and ensure enduring change at management and board level by encouraging the formation of clear, coherent strategies. She focuses on successfully managing risk, people and pressure.

Dena's clients work in investment banks, law firms, industrial corporations and horseracing. She has recently been appointed onto Dame Kelly Holmes Legacy Trust's Elite Coaching Programme, working with athletes in transition post-Olympics. She also specialises in helping women define themselves in organisations by examining what is holding them back and building their self-belief and identity. She is a WABC accredited coach and a MBTI practitioner.

Previous to this, Dena spent fifteen years in the City where she was head of secondary eurobond trading at Credit Suisse and promoted to Managing Director at 34. Apart from running trading risk, Dena was responsible for teams in London and Switzerland and was active in hiring, mentoring and sitting on the firm's promotion committees. She was educated at a Rudolf Steiner School and read English at Fitzwilliam College Cambridge.

J. Matthieu Laburthe, Event and Communications Manager, Office de Promotion des Industries et des Technologies

J. Matthieu Laburthe was born and raised in Geneva. He obtained a Bachelor of Science in Industrial Design in Los Angeles in 1995, he also worked for several US design companies over 6 years.

He founded "Enosis" which created industrial, graphic and web design for International clients (P&G, L'Oreal, JTI, Colgate...) and local Swiss companies (Favarger, Finance companies,). In its 18 year history, Enosis successfully grew to have 26 employees.

In 2012, after 2 years of studies, Matthieu became a certified, practicing business coach for professional individuals and companies. In parallel Matthieu is teaching Business Plan at the HEG-Geneva as part of the International Bachelors of Science course.

In 2013, Matthieu sold Enosis and joined OPI (Office for promotion of Industries and Technologies) and he also leads the Lake Geneva Region Association, where he provides both business and economic support.

About Fondetec

The Foundation's aim is to:

- promote new enterprises and job creation
- support and develop existing businesses
- stimulate innovation in the City of Geneva

In its 15 years of activity, Fondetec has dealt with 650 cases, financed 400 companies, and advanced CHF53 million in loans. Companies seeking support must be based in the City of Geneva.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 12,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 400 education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$30 million for philanthropic causes in the areas of women's health, education and mentoring.