



Learn how to capture opportunities and mitigate risks for a successful career in finance

November 17, 2015 at 6:30 PM
Zurich

Throughout your career there will be numerous obstacles and challenges to overcome; how you master them will determine whether or not you will excel in your career.

Join us for an exclusive conversation on November 17th with BiermannNeff, an executive search and talent selection firm, and three outstanding senior women in finance who will share their stories and offer advice about the personal and professional challenges you will encounter during a career in finance. Our special guests will inspire you, provide valuable insights into the dynamics of the local financial community and enable you to identify and properly deal with opportunities and risks encountered in an advancing career.

Participants

Miranda Ademaj, Skënderbeg Alternative Investments AG
Hertha Baumann, REYL & Cie Ltd
Gabriela Maria Payer, Swiss Finance Institute
Céline Choisel, *Moderator*, BiermannNeff AG

Event Details

Date: November 17, 2015

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.

Host: BiermannNeff

Location: Zunfthaus Zur Haue

Limmatquai 52, Zurich, 8001, Switzerland - [Directions](#)

RSVP: [RSVP Now](#)

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

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 2015 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

Miranda Ademaj, CEO and Chairwoman, Skënderbeg Alternative Investments AG

Miranda Ademaj has over 8 years of experience in the finance industry. She is the CEO and Chairwoman of Skënderbeg Alternative Investments AG. Prior to establishing Skënderbeg Alternative Investments AG, Miranda worked at Credit Suisse for several years. After that, she worked at BrunnerInvestAG, Sallfort PrivatbankAG and did a worldtrip. Miranda is member of the global association "100 Women in Hedge Funds". She was a featured speaker for the segment "blissful uncertainty" at the TEDxTirana event in May 2014.

Hertha Baumann, Head of Marketing and Communications, REYL & Cie Ltd

Hertha spent her school years in an international boarding school within an environment giving her ease in developing contacts. Following a diploma in Physical Education from the University of Lausanne and three years of teaching, Hertha changed directions in her professional career, moving towards an office job all the while maintaining her energy and enthusiasm. Following experience acquired in an ad agency, completing market studies and management of two direct marketing companies, she obtained a federal diploma as specialist in Public Relations. Additionally she followed a management and communications course at the University of St Gall. With over ten years in the communications department of a private bank and private clinics, Hertha joined the banking group REYL & Cie Ltd in January 2015, where she is leading the marketing and communication department for the entire group. The REYL Group is an independent banking group with offices in Switzerland (Geneva, Zurich, Lugano), Europe (Paris, London, Luxembourg, Malta) and the rest of the world (Singapore, Santa Barbara and Dubai). The Group manages assets of over CHF 10 billion and employs 175 people (figures as at 31/12/2014). Hertha is of French mother tongue, but fluently speaks English, German and Spanish. She spends her free time with her husband and son, horseback riding or downhill skiing, area in which she used to compete.

Gabriela Maria Payer, Head education Business, Board Member, Swiss Finance Institute

Dr. Gabriela Maria Payer, has three decades of experience in multiple business development and transformation engagements plus board mandates and spent most of her career in the financial services sector at UBS. She has sustainable achievements in most key business functions (with a focus on IT and HR) at executive level and a proven track record specifically in the wealth management industry with global responsibility. Since 2012 she has her own consulting boutique, performs several board mandates and leads Swiss Finance Institute's education business.

Gabriela lives with her partner in St. Moritz, commuting weekly in between the Engadin and Zurich. She is a step-mother of three sons and five grand-children.

Céline Choisel, BiermannNeff AG

Céline Choisel has graduated a master degree in asset management and trading from Inseec Business School Paris in 2009. She has worked for Lyxor Asset Management within the structured management team based Paris la Défense, then moved to Société Générale Bank&Trust in Luxembourg to join the Discretionary Portfolio Management team with a focus on Fixed Income portfolios. But passionate by the human being and with the will to help more women to reach interesting roles in finance, she finally decided to move on into the headhunting business. Céline started her career in headhunting in late 2011 in Geneva and since then has developed a solid track-record in Asset Management recruiting with a focus on sales and portfolio management positions. Now based in Zürich, she joined the asset management team of Biermann Neff in July 2014 to develop the Romandie and non-German Speaking areas. Céline is for instance involved in projects linked to the Benelux or the Nordics. Céline Choisel is a member of 100 Women in Hedge Funds since 2014, she enjoys travelling, reading and practicing yoga.

About BiermannNeff

BiermannNeff is a headhunting company founded in 2009 by Klaus Biermann and Jonas Neff. With an office in Zürich and in Frankfurt, we aim to be a strategic recruiting partner within the Swiss and the German markets. With 25 consultants focusing only in finance and banking, we developed our core business around traditional and alternative asset management regarding sales, marketing, portfolio management and compliance roles.

At BiermannNeff, we care about the equality within our own team as well as externally. In this frame, we aim to promote sustainable and flexible working environment and help our clients to bring more diversity in their recruitment process.

In collaboration with Fehr Advice, BiermannNeff regularly organises events with Human Resources decision makers in order to discuss about this thematic.



**100 women in
hedge funds®**

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

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted close to 500 industry education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$36 million for philanthropic causes in the areas of women's health, education and mentoring.