



Ladies in e-Commerce and Digital,
Zurich, 17 May 2018

FEMALE LEADERS IN THE SWISS E-COMMERCE & DIGITAL OPPORTUNITIES AND CHALLENGES



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FASTCOMPANY

March 20, 1018

PEOPLE WERE ASKED TO NAME
FEMALE TECH LEADERS.

They said:
“SIRI” and “ALEXA”



#SURVEY

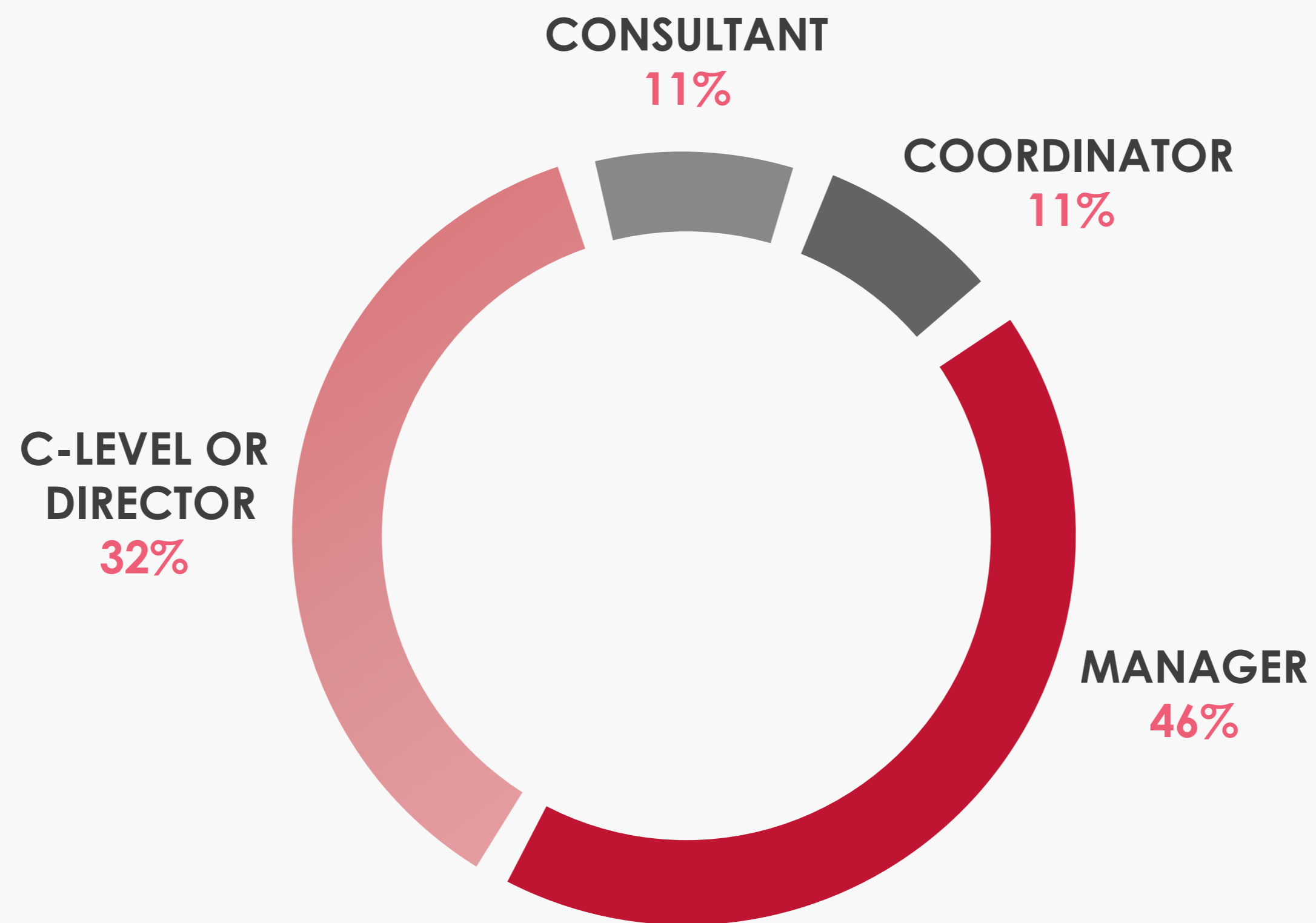
// Your voice heard

Conducted by NetComm Suisse
Observatory in April/ May 2018.
Title: Challenges and opportunities for
women in Digital and e-Commerce

Sample: female attendees of this
conference. Today we present the key
findings. We will share the full report with
you soon.



NEARLY 80% OF ATTENDEES TODAY ARE DECISION MAKERS: C-SUITE, DIRECTORS, MANAGERS

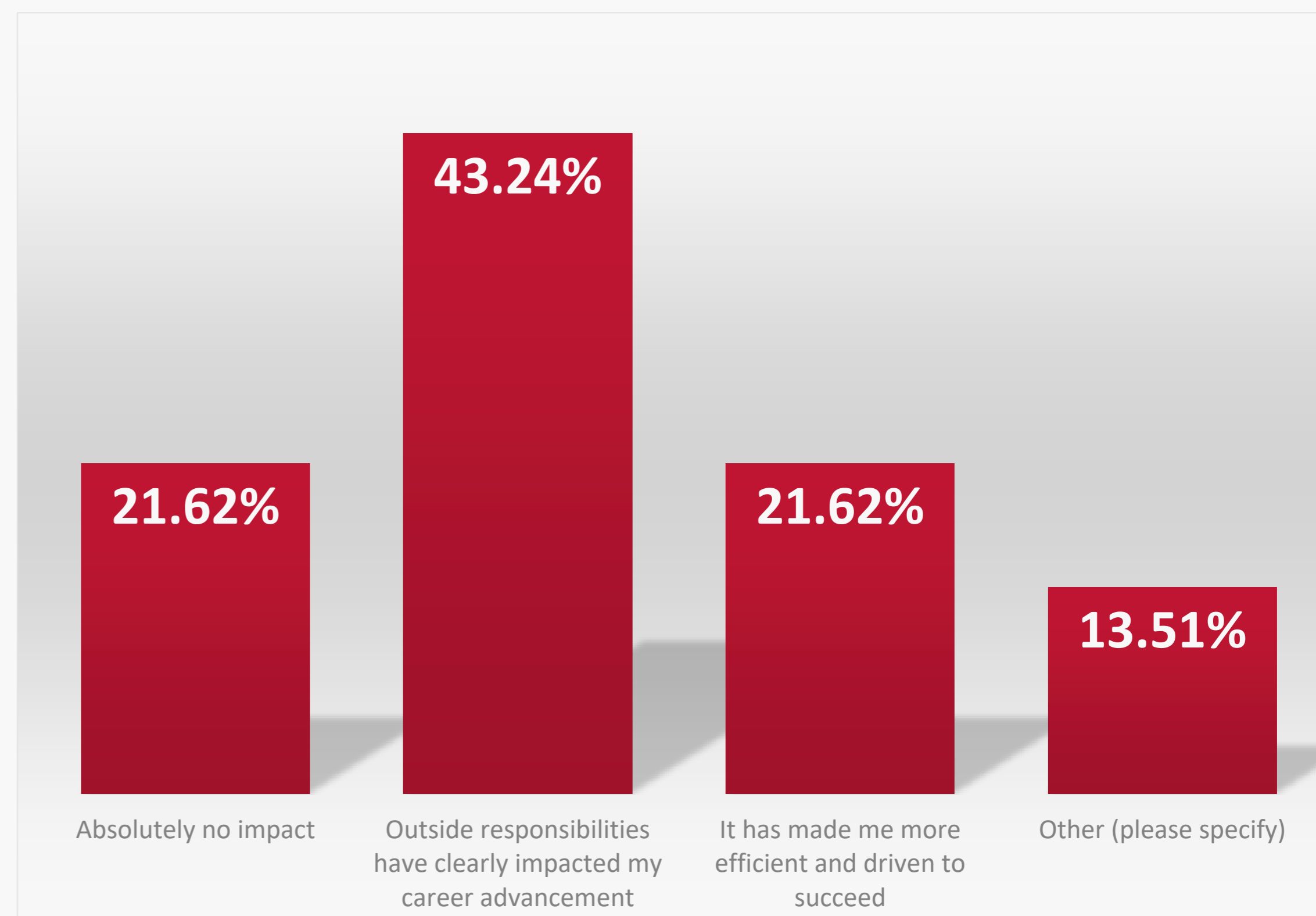


KEY FINDING #1

FAMILY
RESPONSABILITIES
HAVE A STRONG
IMPACT ON
WOMEN'S
CAREERS

// Question

What effect do you believe family responsibilities (e.g. children, aging/elderly parents, personal relationships etc.) have had/will have on your career?



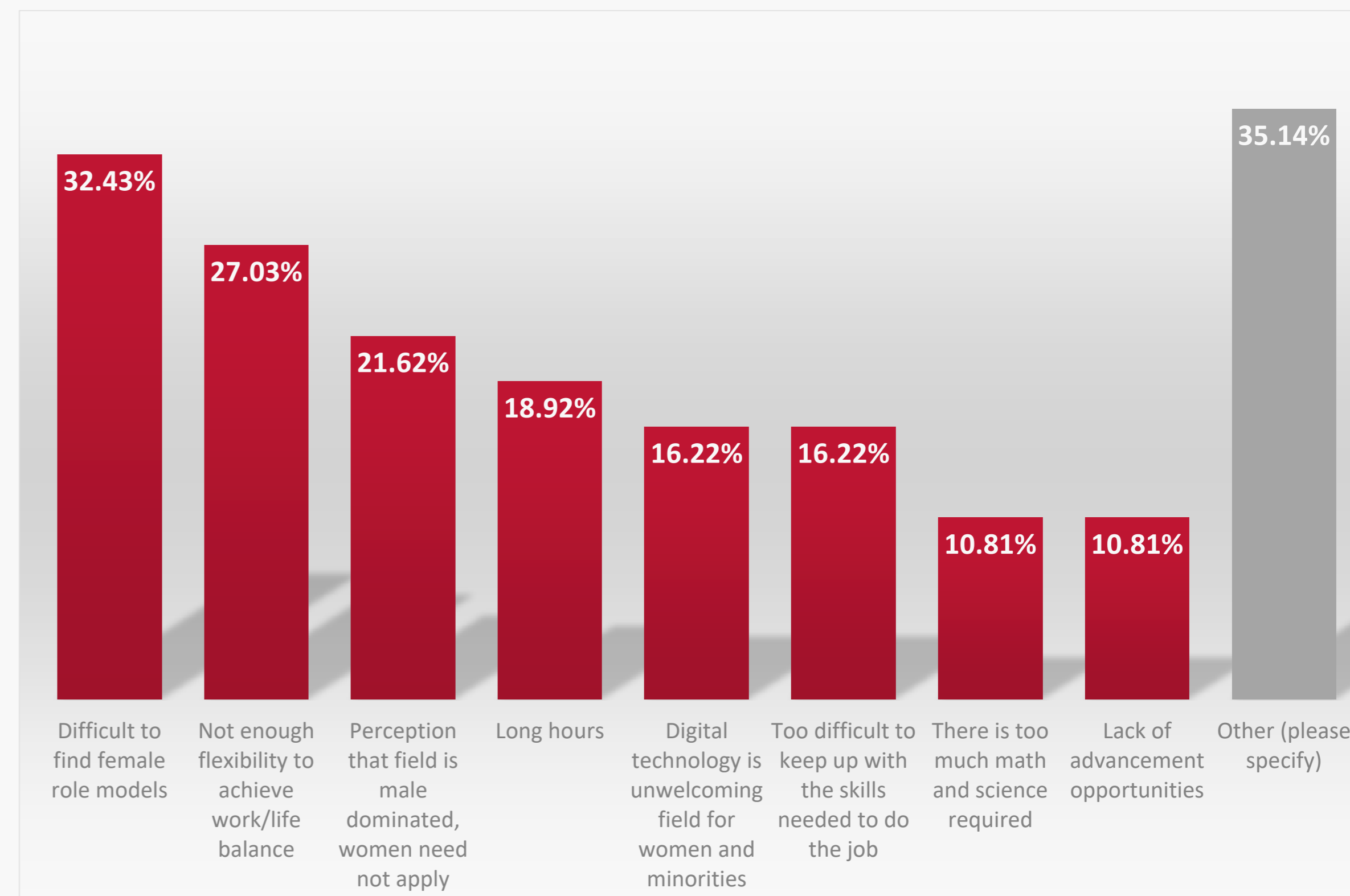
KEY FINDING #2

THE LACK OF FEMALE
ROLE MODELS AND
POOR WORK/LIFE
BALANCE ARE STILL
IMPORTANT ISSUES.

YET, 35% PERCEIVE
THAT NUMBER-WISE
THERE IS A GOOD
GENDER BALANCE.

// Question

Why do you think so few women go into e-Commerce/digital and enter stay in eCommerce/digital? Please select all that apply



TO ENSURE EQUAL OPPORTUNITIES, COMPANIES SHOULD*

74%

Offer better
maternity and
paternity leaves

68%

Support female
entrepreneurs with
business incubators
and VC funds

66%

Allow more flexible
work schedule to
support work-life
balance

66%

Work with high schools
and colleges to
introduce technology
career for women

57%

Provide more
formal mentorship
programs

51%

Make gender
diversity a corporate
priority: new hiring
policies and
employee
education

*% of the total sample that indicated it as HIGH priority

THE VALUE OF PEER NETWORK

WHY ARE WE HERE TODAY

Exposure to diverse ideas, perspectives and experiences



Increase personal connections and opportunities for collaboration



Sharing of knowledge, information and resources



Motivation to reach for higher expectations



Sharing of similar challenges and concerns



Reduced sense of loneliness



WHO WE ARE.

Networking

Lobbying

Research

Trainings

Marketing

“The goals of NetComm Suisse are to support the interests of e-Commerce companies, contribute to the knowledge and diffusion of e-Commerce, including related services and technologies, and to bring down the barriers that limit the development of the sector.”

THANK YOU



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#EcommerceLadies