

NetComm Suisse brings together 120 female leaders working in the Swiss E-Commerce and Digital sectors

Zürich; May 17, 2018: Over 120 people, mostly women from middle to top management, got together at Ginetta this afternoon to listen to female professionals sharing their expertise and experience. For the first time this year, an insightful research about the challenges for female leaders in the sector in Switzerland was presented.

Offering a female perspective on the world of e-Commerce in Switzerland, “Ladies in e-Commerce and Digital” is a conference bringing together some of the most important business women in the industry for an afternoon of sharing success stories, business cases and key challenges. The event takes place every year and is organized by NetComm Suisse.

In the run-up to the half-day conference, a **research** unit of NetComm Suisse, NetComm Observatory, distributed a survey among its female members and conference attendees to ask about **opinions on the challenges and opportunities of being a woman in the industry of e-commerce and digital**. Nearly 40 respondents answered the survey, 80% of which are in managerial or decision-making roles, with the manager, director or c-suite job titles.

While the key findings confirm certain general trends for Switzerland, they also give very constructive indications as to how companies could facilitate the career growth of women working in this industry, giving them equal opportunities. Key findings from the survey include:

1 in 2 businesswomen

stated that **Family responsibilities** (taking care of children, elderly parents and personal relationships) have clearly **impacted** their career advancement;

32 %

named **the difficulty to find female role models** as the number one reason why so few women choose to enter and stay in the e-commerce/digital arena;

27 %

named **the insufficient flexibility the sector offers to achieve work-life balance** as a reason for women’s reluctance to join the sector;

The business women were also asked which factors would increase the number of women working in e-Commerce and Digital:

- **74 %** said **better maternity and paternity leave** solutions
- **68 %** said **support female entrepreneurs** with business incubators and VC funds
- **66 %** said more flexible work schedule to support **work-life balance**
- **66 %** said work with high schools and colleges to introduce **technology career** for women
- **57 %** said more formal **mentorship programs**

Full research report is available from NetComm Suisse.

The event featured speakers from digitalswitzerland, Adobe Systems, Aldo Group, Jelmoli – The House of Brands, Salesforce, Digitec Galaxus and Blogmeter. And a panel discussion focussing on leadership in an e-commerce environment with insights from female professionals at Modissa, Google, Rumor, Ginetta and Hiversity.

The event took place at the digital agency Ginetta in Zurich. Many guests travelled from Ticino and from the French-speaking part of Switzerland to attend at the conference. Following the talks and panel, the participants discussed and exchanged thoughts at the Aperó into the late evening hours.

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[NetComm Suisse](#) is the first and only Swiss Association of e-Commerce, founded in 2012 with the aim to promote the services and support the interests of businesses working in the sector. NetComm Suisse Association contributes to the knowledge and diffusion of electronic commerce, its services and its technologies, creating initiatives aimed at consumers and operators. Among the objectives of the Association is to bring down the barriers that limit the development of the sector, and to implement communication projects for the logistical supply and distribution chain, as well as to promote digital culture towards businesses and customers. The Association also undertakes activities linked to regulation and lobbying, working with national and international institutions to create clear standards and frameworks; prerequisite for growth in the sector.

[Ginetta](#) is a leading Swiss digital agency that consults clients on their digital strategy. We carefully design and develop digital products that are fast, simple and beautiful. With a rooted user-centered approach, Ginetta has helped companies such as Swiss Re, Helsana or Hilti to make their digital business thrive and created popular apps for SBB (Swiss national railway company), Doodle and others. Based in Zurich and Bern, Ginetta has forty employees from eleven nations.