



PRESS RELEASE

LEADERSHIP CONFERENCE EXPLORING DIVERSITY IN THE DIGITAL ERA

Digitization has resulted in seismic changes in the business environment in recent years. This paradigm shift can also accelerate diversity in management positions and challenge outdated mind-sets about gender.

Today on the 8th of March, the date of The International Women's Day, the program of the fourth annual Womenomics Business Conference on the 16th of May is being announced. It highlights the way both digitization and the diversity agenda are an advantage for the business community at large.

Danish and international companies are facing intense global competition and digital disruption. As such, it is vital to break with traditional mind-sets and outdated team structures, in order for Danish companies to stay relevant in the long haul. Inclusiveness and diversity are key words when discussing innovation and growth. This issue is put on the agenda of this year's Womenomics Business Conference CPH under the title: **Inclusive Leadership in the Digital Economy**.

"We don't implement the necessary changes fast enough, when only 9% of Danish directors and 23% of non-executive boards consist of women. Digitization affects us on all levels, and it takes a holistic approach and participation of both genders in top management positions to secure full exploitation of the positive effects and minimization of the negatives." says Founder of the Womenomics conference, Tine Arentsen Willumsen from Above & Beyond.

International experts gives Danish inspiration

When the Womenomics conference opens its doors on the 16th of May, both national and international speakers will present cases, discuss business models and share global knowledge about "unconscious bias" and new research about the intersection between digitization and diversity.

"Womenomics CPH is an important conference, as it gathers experts as well as both national and international male and female executives to an open dialog. It is crucial for Maersk to attract the best talents – women as much as men. Womenomics CPH gives us the opportunity to exchange experiences with other global companies and organisations, and thereby excel our competences on the subject," says Rachel Osikoya, Global Head of Diversity and Inclusion at Maersk.

Research from McKinsey & Company shows that companies with greater gender diversity are up to 15% more likely to achieve financial returns that exceed the national average.

Among the speakers at Womenomics CPH 2017 are:

- Karen Ellemann, Minister for Equal Opportunities and Nordic Cooperation
- H.E. Zindiswa Nobutho Mandela, South African Ambassador to Denmark
- Marianne Dahl Steensen, CEO, Microsoft Denmark
- Marlene Nørgaard, Global Head of Private Wealth Management, Danske Bank Group
- Angela Peacock, Chair, People Team Development and international expert in "Unconscious Bias"
- Märtha Rehnberg, Associate Partner, Dare Disrupt

Womenomics Awards 2017 – three extraordinary women are being honoured May 16th by the business community

Three extraordinary women, who are all *above & beyond* in each of their fields, will be honoured at the conference with an award granted by the Womenomics Committee, to make female role models more visible. The inspiring and ground-breaking award winners will be announced closer to the day of the conference.

Read more about Womenomics CPH and see the complete speakerlist here: www.womenomicscph.dk

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