

distinguished guest.

WED, 7th December 2016, 12:30 - 14:00, MCI Aula, Universitätsstraße 15, Innsbruck

diversity in tech companies.



CATHERINE LADOUSSE

Executive Director Communications EMEA, Lenovo, Paris

A graduate of the University of Aix en Provence, with degrees in literature and philosophy, Catherine Ladousse also holds a diploma from the Institut Français de Presse, University of Paris II.

Catherine Ladousse began her career with the Association of Francophone Universities before joining the Communications department of Credit Agricole in Paris, then in Cairo. She spent 5 years in Mexico involved in cultural and philanthropic activities and back in Paris in 1991, where she became Communications Director & Customer Satisfaction at American Express Bank France. She joined IBM in 1995, first as Head of Media for EMEA PC division then as Communication Director for IBM France. She joined Lenovo EMEA in 2005 as Executive Director of Communications. She contributed to the creation of the global diversity program "Women In Lenovo Leadership" in 2007. Since April 2012, she is leading Corporate and Executive communications, events, social and digital media, sponsorship and diversity initiatives in Lenovo EMEA.

She is also co-Founder and Chairman of a Women company network, "Cercle InterElles" created in 2001 and dedicated to reduce gender gap in tech company and increase the number of women in particular in top management. This network includes now 14 member companies, in the Technology and Sciences fields.

Free participation for members of MCI Alumni & Friends and invited guests. Please register to alumni@mci.edu.

