



Women's Added Value
in the Economy

15th CONFERENCE

WHO HOLDS THE TRUTH OF INFORMATION? THE POWER OF DATA TODAY

Monday, January 26th, 2026
18:00 - 22:00
The Graduate Institute, Geneva





Women's Added Value
in the Economy

WHO HOLDS THE TRUTH OF INFORMATION? THE POWER OF DATA TODAY

Across media, technology, and democracy, one truth becomes clear: information and data are powerful, but their power depends on how responsibly they are used, shared, and interpreted. Neither individuals nor organizations own the truth; we co-create and curate it every day.

In a world shaped by algorithms and instant opinions, the real question is not simply who holds the truth, but how we hold it: with transparency, ethics, and courage.

- For individuals, this means cultivating discernment, curiosity, and digital literacy.
- For organizations, it means fostering cultures of integrity, data ethics, and trust-based leadership.

Truth and data are no longer static; they are living systems.

Conference in English and French, in-person, open to everyone.

VENUE

The Graduate Institute, Geneva

Auditorium Ivan Pictet - Maison de la Paix

Chemin Eugène-Rigot 2 - 1202 Geneva

TPG Buses N° 11 and 28 - Stop: Rigot - **TPG Tram** N° 15 - Stop: Sismondi

Train Stop: Genève-Sécheron. Parking P+R Sécheron or Place des Nations.

PROGRAM 2026

18:00 - 18:30

REGISTRATION & WELCOME DRINKS

18:20 - 18:30

OPENING

Introduction by **Stefania di Cecca**,
President of Career Women's Forum

MODERATOR

Romaine Jean
Journalist

18:30 - 20:00

CONFERENCE INTRODUCTION

Romaine Jean
Journalist

DIALOGUE I

**Truth under pressure:
the Media challenge**

Chantal de Senger

Brand Business Manager and Executive
Responsible, Tamedia Suisse Romande

Géraldine Savary,

President, Club Suisse de la Presse

DIALOGUE 2

**The Algorithmic Truth: Technology
and the Quest for Objectivity**

Patrick Haack

Professor, University of Lausanne

Liudmila Zavolokina

Assistant Professor, University of Lausanne

DIALOGUE 3

**The People Voice: Democracy, Law
and Influence**

Benjamin Von Wyl

Journalist, SWI swissinfo.ch

Miriam Buiten

Professor, University of St. Gallen

Timothy Mudiayi

Content Creator, @timonthegram,
@timsurletok

PANEL DISCUSSION

**Truth as a Common Good:
Paths for the Future**

**Miriam Buiten, Chantal de Senger,
Patrick Haack, Timothy Mudiayi,
Géraldine Savary, Benjamin Von Wyl
and Liudmila Zavolokina.**

20:00 - 20:30

Q&A SESSION

CLOSING & THANKS

Stefania di Cecca

WAVE Organization Team Leader
& CWF Committee Member

20:30 - 22:00

NETWORKING & COCKTAIL

MODERATOR



Romaine Jean
Journalist.



Romaine Jean has built her career at the Swiss public broadcaster RTS in both radio and television, working as a political correspondent at the Parliament in Bern, 7.30 p.m. news anchor, creator-producer of *Infrarouge*, and editor-in-chief of the magazine division. She is now a communication consultant, partner at the PR and Public Affairs agency Comcœur in Bern, and a member of the Judicial Council of the canton of Valais.

DISTINGUISHED PANELIST



Chantal de Senger



Brand Business Manager and Executive Responsible,
Tamedia Suisse Romande.

Chantal de Senger is Brand Business Manager and Executive Lead for Tamedia in French-speaking Switzerland, overseeing the strategy, monetization and development of 23 heures, Tribune de Genève, Le Matin Dimanche, Bilan and Femina. Former editor-in-chief of Prestige (2021-2024), she also co-directed Immobilier.ch News and Mag, produced Bienvenue chez vous on Léman Bleu, and was a longtime columnist for GHI, Lausanne Cité and Radio Lac.

She previously led Bilan Luxe and was deputy editor-in-chief of Bilan, known for entrepreneur profiles and the « Au fil du goût » supplement.



Géraldine Savary

President, Club Suisse de la Presse.



Géraldine Savary has been executive director of the Swiss Press Club since October 1, 2025. She began her journalism career as editor of the weekly *Domaine Public*, before being elected to the Federal Parliament, first as a National Councilor and then as a member of the Council of States. After sixteen years in the Federal Chambers, she joined Tamedia as editor-in-chief of *Femina* and head of the cultural section of *Le Matin Dimanche*.



Patrick Haack

Professor, University of Lausanne.



Patrick Haack is a Full Professor of Strategy and Responsible Management at HEC Lausanne, where he directs the Department of Strategy, Globalization and Society. He is also an International Research Fellow at Oxford's University Centre for Corporate Reputation and Director of the HEC Research Center for Grand Challenges, a hub addressing key societal and economic issues.

His research focuses on the conceptual and empirical study of legitimacy, a foundational mechanism shaping social and institutional change, - and most recently on strategies to counter fake news – including and Harvard Business Review featured study explaining why information-based responses often fail and proposing ways for organizations to maintain trust and defend truth amid today's disinformation.



Liudmila Zavolokina



Assistant Professor, University of Lausanne.

Liudmila Zavolokina is a Professor of Information Systems and Digital Innovation at the University of Lausanne. Her design- oriented research explores how emerging digital technologies and platforms foster trust and societal resilience, including her current work on AI-supported critical thinking in online news. She earned her PhD in Informatics from the University of Zurich, where she also conducted postdoctoral research, and previously worked in industry at the IT – business interface. Today, she collaborates with public and private partners on digital solutions serving communities and the public good.



Benjamin von Wyl



Journalist, SWI swissinfo.ch.

Benjamin von Wyl, born in 1990, is a Basel- based journalist and author. He works as a reporter and editor for democracy issues at Swissinfo, the 10-language international platform of the public broadcaster SRG. His journalistic focus is on background reports on trust, disinformation and Swiss democracy from a global perspective. In addition to his journalistic work, von Wyl is also a literary author. As a journalist and author, von Wyl has received several awards, including "Top 30 under 30" from "Schweizer Journalist: in" in 2020 and a Swiss Literature Award in 2021.



Miriam Buiten

Professor, University of St. Gallen.



Miriam Buiten is a Professor of Law & Economics at the University of St.Gallen. Her research explores how law should respond to new technologies and artificial intelligence, asking questions such as : Who is responsible when AI causes harm? How should online platforms be held accountable for the content they moderate?

And how can policymakers address the growing power of digital platforms? In 2024, she received the Latsis Prize for her work on platform governance. She is also a Research Fellow at the Centre on Regulation in Europe (CERRE), where she engages with EU policymakers and contributes to policy reports.



Timothy Mudiayi

Content Creator, @timonthegram, @timsurletok.



Timothy is a model, content creator, and media personality known for his authentic storytelling and dynamic presence both online and on stage. As a host and moderator, he has led conversations across tech, culture, and creativity, and has interviewed artists and industry leaders at major events, including the AmFAR Gala during the Cannes Film Festival. With a background in fashion and digital media, Timothy brings a unique perspective on communication, representation, and the evolving landscape of news and social platforms. His work focuses on creating meaningful connections, elevating diverse voices, and offering clear, engaging insights into how stories shape our world today.

ABOUT US



Founded in 1982 in Geneva, the Career Women's Forum (CWF) is a non-profit association bringing together more than 300 women executives, representing more than 30 different nationalities, professionally active in all economic, political and social sectors. The main objective of the CWF is to encourage the professional and personal development of women through the sharing and exchange of ideas, to promote networking and to influence socio-professional life. To strengthen its impact, the Career Women's Forum has also developed partnerships with major Swiss and multinational organizations. Today, 21 Corporate Partners sponsor and support the association.

CWF WAVE ORGANIZATION TEAM

Gisèle Champion
Stefania Di Cecca
Christine Gillieron
Ellen Kocher
Valérie Margarito
Fabiola Rubio
Eleonora Tasanova
Marianne Zutter

CORPORATE MEMBERS





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