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WIL MAGAZINE

CELEBRATING WOMEN OF GRIT



TECH-ING 4 STEPS TOWARDS GENDER EQUITY IN THE TECH INDUSTRY | 3 WOMEN-LED SOCIAL INNOVATION COMPANIES TO LOOK OUT FOR | BREAST CANCER SURVIVOR'S ACCOUNT ON FINDING PURPOSE AFTER THE STORM | MUCH MORE INSIDE!

WIL MAGAZINE

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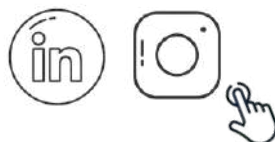


WOMEN IN LEADERSHIP



WIL is an official professional and social club within the HEC Paris MBA Program.

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FROM THE EDITOR

Dear readers,

We are pleased to share the October edition of the WIL magazine. This month, we celebrate women of grit who have forged their paths in social innovation or survived breast cancer to find their purpose in social entrepreneurship.

We also want to use this issue to draw attention to the breast cancer awareness month of October and our health and wellness program in November.

A big thank you to all our contributors for this month. Thank you for sharing stories that inspire others.

We hope you enjoy reading this magazine as much as we did creating it. Remain inspired!

Folasade

FOLASADE OWOEYE
EDITOR IN CHIEF



TECH-ING FOUR STEPS AT A TIME!

By Tejal Pradhan MBA S21

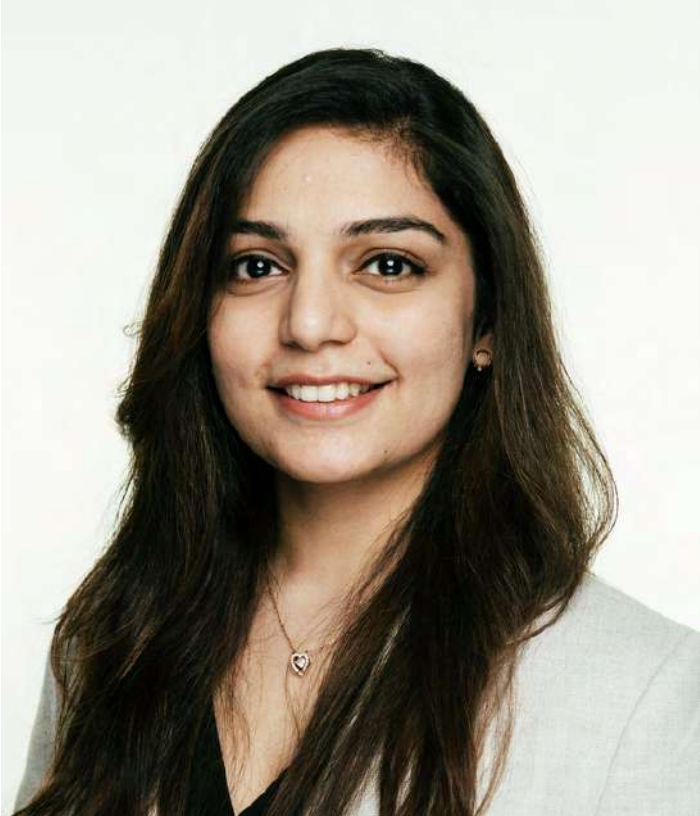
26th August 2021 1.30 am: My flight to Paris leaves in exactly 16 hours, and my life choices have come down to picking the least heavy clothes from my cupboard with the hope of not crossing the luggage limit. Clearly, last-minute packing is my thing *sigh*. So, at 3:15 am, when I am almost packed *phew*, I have a look around the room, and I see one t-shirt from my last company, Deloitte. The moment I glance at it, a flood of memories hits me.

I joined Deloitte USI as a college intern in 2015 while completing my degree in Computer Science. I got converted to a full-time employee in 2016 and well, stayed there until the first week of August 2021. There were a number of reasons for staying here, but one of the most important reasons was its focus on women.

One such example would be our women-focused initiative: Winspire. Many of my male and female colleagues across the country joined hands to make this initiative worthwhile. While I can't disclose the quantified results since the initiative is still ongoing, let me walk you briefly through the four main avenues this initiative targeted.

1. Talent acquisition:

Being a woman in Tech, I have always felt the need to push more women into this field and encourage them to take it up as their passion. Improving the gender ratio in the field of Tech is the need of the hour.



Our mission involved hiring experienced candidates at specific levels to bring in more female talent. For this, we launched female-only recruitment drives and started marketing on various social media platforms with stories from women who loved their work in Tech.

2. Inclusive mentorship:

Once you cross the hurdle of getting women to try the field of Tech, how do you keep them motivated to stay? That was our next mission. Looking at the decreasing number of female employees at the higher Tech leadership levels, we decided to provide dedicated access to mentorship, opportunities in projects, and firm initiatives via platforms and influencer groups to unleash the potential.

3. Flexi-Work support:

Tech-consulting is not an easy field. The work hours are tough, and balancing your life with your work is a massive challenge. When we launched surveys across the firm asking female practitioners in which area they needed the most support, we got our top answer: 'Predictable working hours.' Our next task included having predictability in-work support and applying flexible work options to enrich a career at the firm.

4. Maternity buddy:

Well, let's face it - Resuming work after pregnancy is super tough. And not just in terms of juggling baby care with the work but also in terms of the massive technology/project shift that occurs in the span of 6-9 months before rejoining the firm. A significant percentage of women in India let go of their work post-pregnancy. Even though these numbers have reduced, the issue of women opting out of the workforce still exists. Our major task involved reaching out to this target audience, providing them with additional support to return to work seamlessly, and motivating them not to give up on their careers due to a new chapter in their personal lives.

Wouldn't the world be a better place if every firm, big or small, introduced these four basic modules in their culture as well? Hearing about my friends' experiences with unequal pay and opportunities at their firms has often shocked me because I had never experienced such a thing. I know there is still much to do, and I also know there will be opinions that differ from mine. But I am grateful that I was a part of a culture where equality was revered, and equality speeches were put into action.

My 5-year journey from an Intern to a Senior Consultant has blessed me with truckloads of fun as well as learning memories, but if I had to choose one memory that had the most impact on me, it would be my work on this initiative.

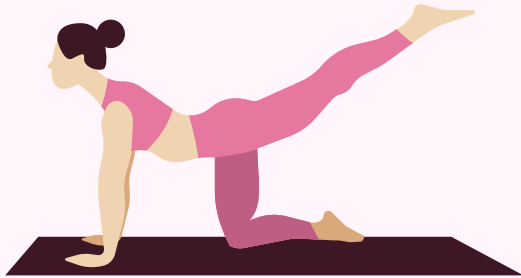
At 3:30 am, after staring at this Deloitte t-shirt for over 15 minutes, I finally snap back to the reality that I have left the firm. However, I went back to shuffling my bag, and made sure to pack this t-shirt for its newest journey to Paris. So, if you ever find someone walking around campus wearing a Deloitte t-shirt, there is a pretty good chance that it is me - Forever grateful and forever committed to 'making an impact that matters!'



Tejal Pradhan is a Technology Consultant and a Calligraphy Trainer. She sees herself as a fortunate human at the intersection of art and technology and always tries to implement creative solutions in her profession at the same time.



ALL IN SOLIDARITY AGAINST BREAST CANCER



Stay active and maintain a healthy weight



Practice regular self-examination



Limit your alcohol consumption



Get regular medical checks

Share a screenshot of this page with other women in your network and on social media.

LINDA ROJAS: FROM BREAST CANCER PATIENT TO SOCIAL ENTREPRENEUR

By Nicole Zandona, MBA S21



At just 24 years old, Linda Rojas, a Brazilian daughter of Chileans, saw her life change with a serious diagnosis: breast cancer. After winning this battle (twice!), she changed her career, became a social entrepreneur, and started sharing her life story and teachings with dozens of thousands of people. Today she is considered one of the most important names in the fight against breast cancer in Brazil, an outspoken digital influencer, and a proficient consultant. In this interview, Linda highlights her story, the lessons she learned during this challenge, and how her disease transformed her career path: helping other women to face the same battle.

How did you get the first diagnosis of cancer?

On the eve of a trip to Paris, I noticed a lump on my right breast after accidentally bumping my hand on it while watching some TV show. At the time, I did not think it would mean anything serious. However, during the trip, I noticed that the lump had grown considerably, so I decided to get it checked out. After consulting with doctors, I went through a battery of tests and eventually an operation to remove a sample of this lump for biopsy. When the results came in, the doctor announced that, unfortunately, it was a malignant tumor, and I realized I had breast cancer.

How did your diagnosis affect your professional life?

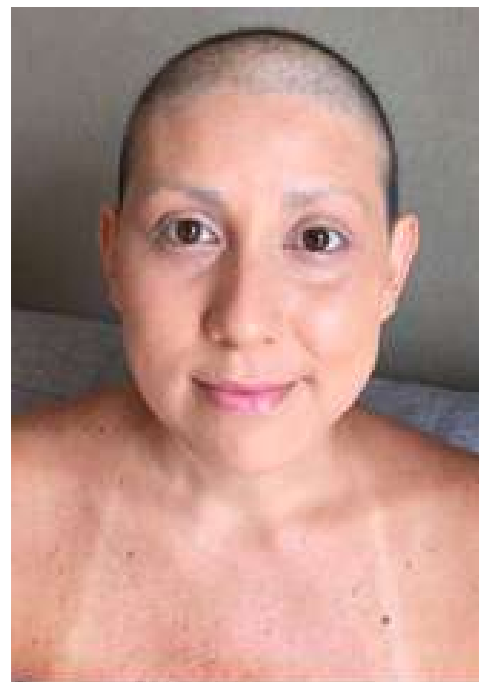
At the time, I worked as a sales representative at a company called Totem in Rio de Janeiro, Brazil. I had been at the company for about a year, and, of course, they were aware that something was going on because I had to go away for 15 days to go through the first surgery to remove the lump. After receiving the confirmation of cancer, I picked up the phone and called my manager. She told me that everything would be okay and that I would get treatment and medical attention; she said I was strong and that I could win this battle. She asked me to calm down and not worry because she would deal with my colleagues and other managers.



A day after my second surgery, while I was still in the hospital, I found out that my company had very quickly made all of the documents available for my license period and that they had instructed my family on how to proceed. Facilitating things in this moment when we had so many bureaucracies to resolve, while I was so vulnerable was a gesture of great professionalism, partnership, and solidarity. I am very grateful to the whole Totem team. I cannot forget the affection they gave me, the connections, the way they accompanied my treatment, and the warm welcome when returning after a year. I was welcomed with open arms.

How has the treatment affected your self-esteem?

Breast cancer treatment is a deep immersion of body, mind, soul, and spirit. It is a solitary experience, no matter how good of a support network one has because deep down, it is the patient who feels everything on their skin. After receiving strong medication intravenously, you notice many changes in your appearance after a few days: you see all your body hair loosen, your weight and physical shape oscillate, your face become rounder, your skin drier. That person who appeared reflected in the mirror definitely did not look like me. Finding myself in the middle of this process was one of the most difficult and unique things I have experienced. But when you start to look beyond that image and find your essence there, inside the soul, you realize that you are still there in that body, and you start to feel proud of it. This facilitates the next step, which is to take care of yourself, love yourself, and understand that it is part of healing too. I am sure self-esteem is a great generator of care and well-being.



Five years after beating breast cancer, you went through a recurrence. Can you tell us what it was like to face this new challenge?

You get split in two, a part of you becomes incredulous waiting for the moment someone comes to wake you up, or a biblical event happens to change the whole course of what is about to begin: a new treatment, a new surgery, a new dive into the depths of its existence. On the other hand, the reality becomes more and more apparent, and this mix is a distressing combination. After this first phase comes the ugly face, crying, sadness, and the fight with the universe: "I can't believe you were able to do this to me." Saying you get upset does not convey these feelings well enough. You get angry.

Then you begin to refresh yourself, in an impetus of "I'm not going to take this challenge home," "I'm going to fight again." And that's where it gets easier. Wait, it's not exactly easy, but that's when things start to evolve. Since you are already familiar with the whole medical routine, you do the only thing you could do at this point: REACT! "See, I'm getting it!" you say to yourself, but suddenly the pain is acute again.

One more pitfall, one more cry, one more disappointment. At this point, you don't realize it yet, but you start to feel broken. But from that brokenness, you are reshaped, rebuilt. The more you dig deep down, the more you can find yourself.

Find the good side, find the reasons that make you want to live and smile again and shine again with the most beautiful and pure freedom that health can provide. Unleash feelings, emotions, old habits, and it seems that this time you have eliminated a little more of the "old self" and enhanced the new human being that lives in you.

That's it... you live! Breathe, open your eyes, and that's it. It's over. It hurt, it hurt a lot, but it's over.



In 2016 you started the project "Uma Linda Janela" (A Beautiful Window) with your blog, Instagram profile, and lectures. What subjects did you want to address?

Many cancer-related issues are still taboos. For example, there is no talk about the sexual life of patients, the issue of fertility that in some cases can be compromised by treatment, maternity in the post-disease, implants, and breast reconstruction... This type of information passed onto others with a lot of responsibility and often with expert support makes the journey lighter.

Carry this message of overcoming forward, reach many hearts, anywhere! This beautiful window that opened after so much struggle made me want to share that it is possible, yes, to see the beauty of the landscape, whatever it is.

The appreciation of my "Little Happiness" and many other learnings I had along my journey are shared full of lightness. It is flexible content in which I approach topics such as patient vision, self-esteem, social entrepreneurship, team spirit, challenge versus opportunities, and, mainly, overcoming.

In addition to being an influencer and lecturer, today, you also work as a consultant. Can you tell us a little about this project?

The consultancy provides services based mainly on nonviolent and sensitive communication aimed at the cancer patient. I act on a number of different fronts, from reviewing marketing campaign materials, strategies, and identifying possible gaps, to attending focus groups in which a group of patients (target audience) points out improvements, suggestions, and perceptions based on real stories and experiences. All of this work is designed to guide the effectiveness of the communication created for cancer patients. The health sector continues to grow exponentially, and nothing could be fairer than recognizing that the patient is also a customer who has needs and wants.

New challenge coming up!

After so many challenges won and so many stories to tell, Linda is now preparing to start a new chapter in her story: being a mother. Being a mother was a long-time dream of Linda, one that was in question after her two breast cancer treatments, which may have the side effect of infertility. After taking medication for more than seven years that also induced early menopause in her body, Linda decided that she would try to get pregnant, with the support of her husband and, of course, of all the doctors who recommended stopping the medication. At 34, she is 8-months pregnant with Martin, the offspring of a 10-year relationship with Brazilian businessman Caio Barreto.

We wish Linda and her family health and happiness!



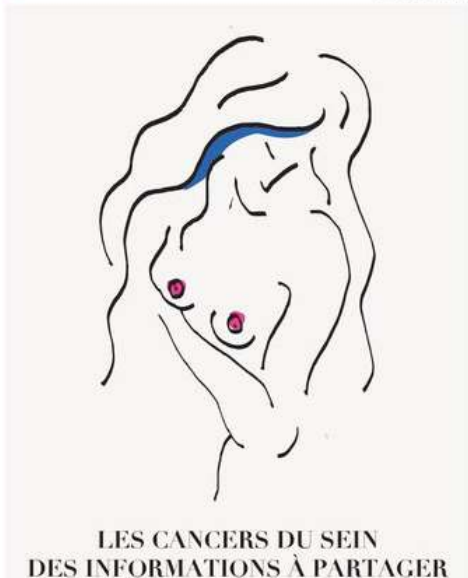
Linda and Caio Baterro waiting for Martin. Credit: Caio Barreto



*Product manager and product development specialist with experience in both digital and industrial products, **Nicole Ferro Zandoná** is a project leader with 8 years of experience in tech, agribusiness, education, and industry. A member of the S21 MBA cohort, she enjoys football and writing.*



BREAST CANCER RESOURCE IN FRANCE



Ruban Rose (Pink Ribbon) foundation was established in 1994 by the Lauder Group and Marie Claire Magazine in an effort to create more awareness around breast cancer. Since then, it has given rise to the global Pink Ribbon and Pink October campaign. The movement has made breast cancer more visible and encouraged a dialogue about the disease.

The purpose of Ruban Rose is to help women detect breast cancer in its early stages and provide necessary information about breast cancer for patients, families, and doctors.

If you are in France or anywhere across the world, visit the local website of Pink Ribbon (Ruban Rose in French) to find the necessary information to inform and take care of yourself.

Ruban Rose offers information and support to women in France, in the fight against Breast Cancer by:

1. Organizing screening sessions for early detection
2. Creating awareness on how women can better identify symptoms and better understand diagnostics
3. Supporting breast cancer patients and survivors through community outreach
4. Q&A sessions



3 FEMALE SOCIAL INNOVATORS ON THE MOVE

By Anna Finizio, MBA J21

When we think about the word innovation, our mind usually goes to companies like Apple, Amazon, or other tech giants. Certainly, these companies have introduced disruptive products and services that have completely changed the way we manage our daily routines. However, we can also think about innovation from a different point of view: what about new ways of addressing social challenges and improving, for example, working conditions or access to education? Sounds cool, doesn't it? This is the base of what is called "Social Innovation". The Organization for Economic Development and Co-operation (OECD) defines Social Innovation as "the design and implementation of new solutions that imply conceptual, process, product, or organizational change, which ultimately aim to improve the welfare and wellbeing of individuals and communities."

Social innovators try to solve problems in society related, for example, to employment, justice, education, and health. Governments, public institutions, and NGOs are, in certain instances, social innovators, but they may be unable to address all the social needs of communities. Therefore, there is another group of key players in the space of social innovation. Unlike pure NGOs, these are companies that aim to generate profits but do so while having a positive impact on society: these are the so-called social enterprises.



The good news about social enterprises is that there is an increasing number of women entrepreneurs in the field. In fact, the percentage of women entrepreneurs is higher in social enterprises than in traditional businesses. Some studies show that women are often socialized to be more altruistic and socially-minded than men and are more likely to fund or manage a social enterprise because they may care more about the social payoff. Social enterprises, therefore, represent an excellent opportunity for female empowerment, resulting in more inclusive economic growth.

There is another reason why women-led social enterprises are playing a pivotal role in our society: they may benefit other women and further contribute to closing gender gaps. For example, women may better understand how other women struggle to access credit or manage child-care and work or receive a salary equal to their male counterparts.

In this article, I have chosen three examples of social enterprises in Europe that I hope can be an inspiration for other women to fund their own social enterprises:



Civocracy (Germany) was founded by **Chloe Phaud** in 2015 after several years in social entrepreneurship in China. Civocracy provides a digital platform that allows governments, citizens, businesses, and organizations to communicate with each other and make collective changes for the common good. Features include city-led discussions and debates, idea crowdsourcing, participatory budgeting statistics, and analysis. The company intends to revive a sense of community in democracy through participation and transparency, providing a space for digital collaboration.

Konexio (France) was founded by **Jean Guo** in 2016. The concept behind the company is that fostering digital skills can be key to solving unemployment. In fact, the growth of the ICT (Information and Communication Technology) industry may represent an opportunity not only for mid-senior tech professionals but also for more junior, labor-intensive roles since the need for installation, maintenance, and support of these technologies will increase. Konexio uses this idea by bringing together a team of educators, IT professionals, and community volunteers to create a streamlined path to employment through digital skills training for disadvantaged people, especially refugees and migrants.



LactApp (Spain) was founded by **Maria Berruezo** in 2014. It is the first digital lactation consultant that gives new mothers customized, expert answers to breastfeeding and maternity questions through AI technology. In Spain, 23% of new mothers use the app, along with 500,000 users from 177 countries worldwide. The company developed patents and protected technology, and they plan to collaborate with world-leading health systems as an essential tool to improve the public health of the population.



It was difficult to choose only three examples among many incredible social enterprises to which I have been exposed, but these provide an idea of the diversity of these businesses.

So, what is the social innovation you have in mind?



*Purpose-driven professional with cross-country experience in finance, social enterprises, and healthcare, **Anna Finizio** is passionate about helping start-ups and corporates to create social impact alongside financial returns.*

When not working, she is looking for the best food in town or reading a contemporary novel.

AS SEEN ON CAMPUS: THE WIL CLUB MIXER

On the 8th of October 2021, the WIL Club organized a mixer for female MBAs on campus. This event was a great opportunity for ladies from all three MBA cohorts to connect in a fun and relaxed setting.



From karaoke to dancing to throwback 90's jams, it was a night to remember!



We are definitely looking forward to the next social event on campus in November!

WIL Recommends

THOUGHT-PROVOKING AND WORTH THE BINGE.

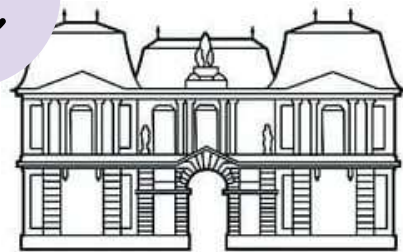
01



Podcast: Women's health and wellness

Review: Lilia G. Ashe is a passionate practitioner in health and wellness. In this podcast, she interviews coaches, nutritionists, and therapists to share their stories and experiences regarding health and wellness. It gives listeners tips on the wellness journey & the impact of nutrition on overall health.

02

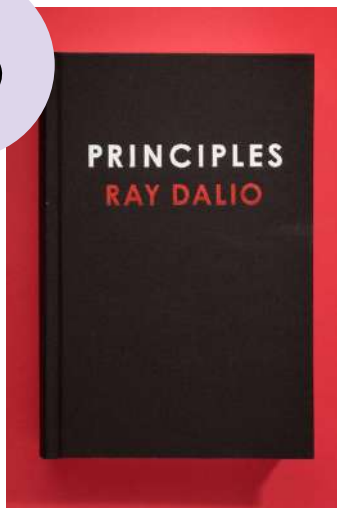


Musée Carnavalet
Histoire de Paris

Museum: Musée Histoire De Paris Carnavalet

Review: After four years of restoration, the Musée Histoire De Paris Carnavalet opened its doors to the public this year and invites visitors to fully immerse themselves in the history of Paris - for free! Explore the 625,000 preserved works, objects, and documents, including Roman artifacts, Marie Antoinette's abandoned slipper, Napoleon's death mask, and so much more.

03



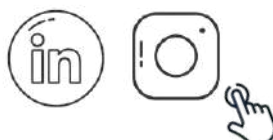
Book: Principles: Life and Work

Author: Ray Dalio

Review: Ray Dalio is one of the legendary investors who owns Bridgewater Associate - the largest hedge fund in the world. In this book, Ray Dalio shares simple principles he has developed, adjusted, and applied in the last 40 years to effectively manage both his personal & professional life.

Rating: 4.8/5 on Amazon

[Have some ideas? Send them our way here.](#)



COMING UP IN NOVEMBER...

Mark your calendars for some of the exciting social and career events we have lined up.



NOVEMBER- 03

WIL X TECH CLUB: WOMEN IN TECH PANEL

We meet with:

- Jolie Huang- *Director of Product Management Dictionary.Com*
- Maria Morozova - *Ex- Google Industry Director*
- Adriana Peon- *Director, Partner Solutions for Global Audiences*



NOVEMBER- 06

WIL MEETS: MARIE CHRISTINE COSINE-ROQUETTE

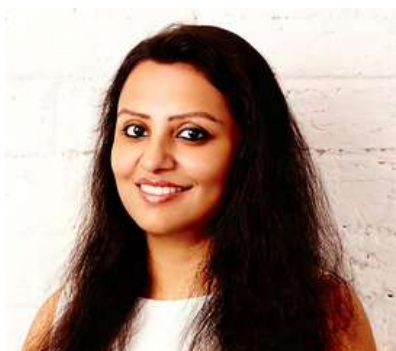
- She leads a global leading B-to-B business with 23 Billion euros in annual revenues. She sits on the boards of Total and Essilor, and she is a mother to 4 children.
- Mark your calendars for an afternoon with Marie Christine as she shares on agency, authenticity, and personal growth.



NOVEMBER- 15

WIL HEALTH & WELLNESS CAMPAIGN WEEK

- Let's get candid about our physical and mental well-being.
- With health talks from medical professionals and physical examination sessions, it's a mindful break from lectures and job hunting!



NOVEMBER- 25

WOMEN IN FINANCE: WIL MEETS SHRIYANKA HORE

- Shriyanka is the Head, Market Infrastructure, Communities and Standards Services at the Society for Worldwide Interbank Financial Telecommunication (SWIFT)
- Prior to SWIFT, Shriyanka served as Director of Global Product Strategy at Oracle.



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