

## FOR IMMEDIATE RELEASE

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### EU BUSINESS SCHOOL CELEBRATES WOMEN IN BUSINESS WITH A VIBRANT MONTH-LONG PROGRAM OF EVENTS AND ACTIVITIES

- **EU Business School dedicates the month of March to Women in Business in support of gender equality.**
- **Expanding on International Women's day, EU will hold a series of events including a workshop with CEO of PepsiCo LatAm, one of 2020's most powerful women in the world per Forbes.**
- **EU is committed to supporting women in business and to gender equality: 54% of its student body is female and QS ranks its MBA program #1 worldwide for class and faculty diversity.**
- **This initiative is part of a bigger Diversity and Inclusion institutional strategy within the EU Business School Network**

EU Business School (EU) is proud to celebrate the achievements of women in business through an engaging and thoughtful program of events and activities throughout the month of March. Scheduled to coincide with International Women's Day and Women's History Month, through this initiative, EU shows its commitment and support to equality, diversity and inclusion. This includes talks from globally renowned female business leaders, entrepreneurs, alumni and key female executives from a vast array of sectors, as well as academic debate and classroom discussions.

Reflecting EU's multicultural community of 100+ nationalities, the month closes with a round table debate between five of EU's female students. They will discuss the challenges they face in their home countries and explain how they will make a difference in the future.

EU Business School's commitment to diversity and inclusion is reflected in rankings from globally renowned organizations: EU's MBA program is ranked top worldwide for class and faculty diversity by prestigious QS and 1<sup>st</sup> for female representation by America Economía. Its student body is 54% female.

During Women in Business Month, speakers, students and alumni will examine the challenges encountered by professional women, celebrate the achievements of female business leaders and discuss strategies to ensure that women thrive in the business world.

Luc Craen, vice president and managing director of EU Business School, stated, *"As a proud, multicultural institution, we are committed to equality and diversity. Women in Business Month gives us an opportunity, as a community, to highlight the challenges facing female professionals and to be inspired by the many achievements of women business leaders. I look forward to a month of exciting events and of continuing to support women in business in the future."*

## Program Highlights

**Learning From Leaders with PepsiCo LatAm:** PepsiCo LatAm's CEO, Paula Santilli, one of the world's most powerful women in 2020 according to Forbes, and VP of Corporate Affairs and Sustainability, Mónica Bauer, will deliver a dynamic workshop on the themes discussed in their book "The Power of Empowerment". This dynamic, practical and illuminating webinar will offer EU students in attendance advice and practical tips on how to get ahead as a woman in business.

**Learning From Leaders with Joanne Lipman:** Former Editor-in-Chief of USA TODAY and author of the New York Times best-selling book "That's What She Said" Joanne Lipman will share insights about the fast-paced world of journalism, how she rose to hold one of the key positions in one of the U.S.A.'s leading journals, and will discuss how men and women can work together in the workplace.

**Discussion panel on the Challenges and Prospects of Gender Equality:** EU Business School's academic research facility, ONResearch, will host a discussion panel to debate the current situation and future prospects for women, panel guests come from EU, the World Health Organization, Max Planck Institute for Innovation and Competition and GENDRO.org.

**International Women in Business Roundtable:** proposed and curated by EU students, this moderated roundtable discussion will explore the experiences and expectations held by EU students from around the world. Participants from the U.S., Morocco, Sweden, South America and China will have a lively discussion that will expose the differences and similarities between different cultures.

Further activities include:

- EU alumni talks invite female alumna from Procter & Gamble, Buena Onda and Exeltis to share their experiences and advice with the EU community.
- Crafting Your Future sessions expose EU students to the insights of professionals from companies including Siemens, HENSOLDT and the Laqshya Media Group.

For more information about EU Business School, please contact the communications department at +34 93 201 81 71 or at [communications@euruni.edu](mailto:communications@euruni.edu). Alternatively, you may visit our website at [www.euruni.edu](http://www.euruni.edu)

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### **About EU Business School:**

Established in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich and online. Offering English-taught foundation, bachelor's, master's and MBA programs, it is ranked among the top business schools globally and has been awarded four stars in overall business education by QS Stars. Students at EU benefit from an international environment with students and faculty comprising over 100 nationalities. Its programs include university degrees from the University of Derby, U.K., and the University of Roehampton in London, U.K., and state-recognized bachelor's, master's and MBA degrees from the Universidad Católica San Antonio de Murcia (UCAM), Spain (*título propio*).