

# Conference Agenda

LEAD Network  
Conference 2025

Milan  
Oct 8–9

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The LEAD Network Conference is the must-attend industry event dedicated to advancing gender equity and building inclusive workplaces, featuring:



Expert-led sessions with advanced learning and leadership development



Practical takeaways for building inclusive workplaces for yourself, your organisation, and the industry



Opportunities for cross company networking and relationship building

This agenda provides a detailed overview of the conference sessions. It only contains the sessions that are available to all conference participants. Please note that the breakout sessions of the three rounds will take place at the same time. The agenda is subject to minor changes and will be frequently updated with additional sessions.

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## Wednesday, 8<sup>th</sup> October

9:00	LEAD Network Committee & Community Meetings, CEO & CIO Roundtables (by invitation only)
11:30	Official Delegates Opening Lunch
13:00	Opening & Plenary Sessions inc. Awards Ceremony
15:00	Refreshment Break
16:00	Breakout Sessions: Round 1
17:00	Bus transfer service, time to relax & refresh
19:00	Apéritivo sponsored by Campari – Quark Hotel Milano
19:45	Networking Celebration Dinner Quark Hotel Milano

## Thursday, 9<sup>th</sup> October

9:00	Breakout Sessions: Round 2
10:00	Refreshment Break
11:00	Breakout Sessions: Round 3
12:00	Lunch Break
13.30	Plenary Session & Official Farewell
15:15	End of Conference



# Opening

Welcome to the LEAD Network Conference 2025 in Milan! Under this year's theme, "We're All In," we unite leaders, experts, and changemakers to inspire confidence and drive inclusive change toward a sustainable, equitable future.

Join us for the official opening featuring our CEO, Programme Manager, and the Italian Chapter Co-Chairs, whose insights will set the tone for a dynamic two-day journey.

Together, we'll explore visionary leadership, share authentic stories of innovation and success, and equip you with actionable tools to build inclusive cultures. Let's connect, celebrate progress, and continue advancing workplaces where everyone can thrive. [#WeAreAllIn](#)

[#LEADNetwork25](#)[#WeAreAllIn](#)

**Allyson Zimmermann**

CEO, LEAD Network



**Gianluca Di Gioia**

HR Director, Birra Peroni & Co-  
chair, LEAD Network Italy Chapter



**Catherine Bullen**

Programme Manager,  
LEAD Network



**Martina De Brida**

Senior Procurement Finance  
Manager, McCormick & Company  
Co-chair, LEAD Network Italy Chapter

# Conference Moderators



**Paolo Lanzarotti**

Former CEO, Asahi  
Europe & International



**Béatrice Dupuy**

President, P&G France  
and Benelux

#LEADNetwork25

#WeAreAllIn

# The Leadership of the Future: Vulnerable and Striving for Excellence

**Paolo Grue**

President & CEO, Procter & Gamble in Italy

The speech reflects on the evolving nature of work and leadership, emphasizing the need for adaptability in a world marked by ambiguity and rapid change. The speaker highlights the importance of organizational culture as a bridge between strategy and execution, noting that success often hinges more on culture than strategy. They advocate for a shift from top-down to bottom-up leadership, where strategies are defined by those closest to the challenges. The speech calls for courageous organizations that embrace experimentation and learning, supported by trust and psychological safety. It underscores the role of vulnerable leaders who foster authenticity, empathy, and inclusivity, creating environments where excellence is pursued as a dynamic, context-driven goal.



# Award Ceremony

The LEAD Network Awards honour excellence in Gender Equality and Inclusion, celebrating individuals and initiatives that have significantly impacted Europe's Consumer Goods and Retail sector.

This year, we proudly present **seven awards** across the Member, Partner, and Chapter areas, recognising outstanding contributions to attracting, retaining, and advancing women in the industry. We look forward to this year's Award Ceremony where we will be able to recognise the remarkable efforts driving progress and fostering an inclusive environment for all.

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The Breakout Sessions should inspire commitment and action toward driving positive, sustainable change at the individual, organisational, and industry level.  
[Please see the icon next to each session.](#)

### What is sustainable change?

### How does this connect to the LEAD Network vision & mission?



For the  
**individual**

Personal conviction; belief that one can make a positive influence on the world through personal behaviours.

Belief in the need for diversity, equity & inclusion; willingness to act; sustaining one's own personal energy while pushing for change.



For the  
**organisation**

Long-lasting improvements aligned with organisational culture, values, and strategy.

Creating organisational cultures where everyone can contribute, grow and thrive; embedding solutions through an intersectional lens.



For the  
**industry**

Creating better systems that positively impact the world around us; making improvements that can be sustained over time, without imposing limits for future change.

Blazing the path for systemic, long-term, impactful change in the areas of diversity, equity, and inclusion; inspiring a movement.

## Breakout Sessions: Round 1

# How to Leverage Data-Driven Insight to Generate Impact - A Gender Equity Transformation Story

What happens when strategic vision meets bold action and measurable data? At Birra Peroni, it sparked a transformative journey toward gender equity - first within the company, and now far beyond.

In this session, you'll discover:

- Our internal DE&I evolution, which led Birra Peroni to become the first company in its sector to earn the UNI/PDR 125:2022 Gender Equality Certification, backed by significant cultural and policy shifts.
- The data-driven tools and processes we used to guide real change—including a 12% increase in women in managerial roles over just four years.
- BeHer, our multi-channel initiative that expands this commitment outward, supporting equity in the workforce through education, research, access to key resources, and tangible support for young women, especially in STEM fields.
- Posthers, our 2025 campaign, where we harnessed the voice and visibility of our most iconic brand - Peroni - to amplify our message to the public. By modernizing one of its most recognizable narratives, we sparked reflection and dialogue around gender stereotypes and the power of change.

This is more than a project - it's a movement, a demonstration of how brands can be catalysts for social progress. Because real change doesn't start with policies and procedures, it starts with each of us.

**Viviana Manera**

Marketing Director  
Birra Peroni as part of AEI – Asahi  
Europe and International

**Arianna Schiavoni**

DE&I, TALENT & DEVELOPMENT  
SENIOR MANAGER  
Birra Peroni as part of AEI – Asahi  
Europe and International



## Breakout Sessions: Round 1

# Breaking Through: NextGen Strategies for Workplace Success

Join this interactive breakout session where we'll dive into current issues facing NextGen, transforming insights into actionable solutions. In a dynamic, hands-on format, you'll tackle three of the biggest barriers we hear about for NextGen's - collaboratively brainstorming ways to break these barriers down and build a future-fit CPG industry.

Whether you're passionate about innovation, inclusion, or leadership, this is your chance to hear from, and shape real change with, fellow NextGen thinkers.



**Julieta Hermosilla**  
Ecommerce Manager,  
Red Bull Spain



**Patricia Souza**  
CEO and Founder,  
Geek Girls



## Breakout Sessions: Round 1

# Inclusion with Purpose: How Diverse Teams Drive Bold Innovation

Diversity of thought. Purpose-driven leadership. Real results. In this energizing and interactive panel discussion, three leaders reveal how inclusive practices have fuelled breakthrough ideas, stronger teams, and broader impact. From business strategy to grassroots change, their stories will challenge and inspire you to lead more boldly - and more inclusively.



### Moderated by:

#### **Lilian Wassen**

Regional Marketing Director/ DEI & Talent Projects  
Diversey - A Solenis Company



#### **Dr. Lotta Kanto Öqvist**

Chief Sustainability  
Officer, Diversey - A  
Solenis Company



#### **Emma Barrett**

Global Marketing Director  
Innovation, Diversey - A  
Solenis Company



#### **Dr. Stefan Phang**

Global Director  
Sustainability & Creating  
Shared Value, Diversey - A  
Solenis Company



# Networking Celebration Dinner

End your day on a high note by joining us for our exclusive evening gathering at the stunning Quark Hotel. This is more than just an event—it's an opportunity to unwind, connect, and exchange ideas with like-minded professionals in a warm and welcoming setting.

Enjoy the perfect balance of meaningful conversation and relaxed networking as we explore fresh perspectives on Diversity, Equity & Inclusion. Whether you're looking to spark new collaborations, reflect on the day's discussions, or simply enjoy the company of inspiring individuals, this evening promises to leave you energised and inspired.

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## Breakout Sessions: Round 2

# Brave Looks Good on You How Courage and Curiosity Redefine Leadership

What happens when we stop managing perceptions – and start leading with purpose? In this daring session, Begoña Jiménez Real shares how over two decades of international leadership have taught her that bravery isn't about being the loudest voice in the room – it's about creating space for others to speak, grow, and challenge the status quo.

She'll explore how psychological safety fuels innovation, how curiosity, humility and courage help leaders stay resilient through uncertainty, and how vulnerability can unlock measurable change – for individuals, teams, and organizations alike.

Because if we're not leading with courage, empathy, and humanity – what are we really leading for?



**Begoña Jiménez**  
CVP Global Laundry,  
Henkel Consumer Brands

## Breakout Sessions: Round 2

# Thriving as a Future Supply Chain Leader: Skills and Behaviours for Agility and Resilience

Using real-life scenarios from their own experience, our expert panel will share personal insights on some of the most relevant skills and behaviours needed by Supply Chain Leaders in today's dynamic and challenging business environment. The session will also include time for facilitated networking to further explore the topic in small groups.



**Moderated by:**

**Eva Cullen**

VP Supply Chain Lead, Differentiating Markets Europe, CHEP



**Lilia Colombo**

Vice President,  
Human Resources,  
Europe CHEP



**Anna Sparty**

Global Director Supply Chain  
Management,  
Schuelke



**Grainne Lynch,**

Managing Consultant Supply  
Chain Transformation, IBM



## Breakout Sessions: Round 2

# Empowering Inclusive and Future-Ready Leadership: Building Cultures of Belonging Through Advocacy, Communication, and Action

In a world of constant change, inclusive leadership is no longer optional - it's essential. This session explores how organizations can equip their leaders with the mindset, tools, and strategies to foster truly inclusive cultures. Through real-world examples, interactive dialogue, and practical takeaways, we'll dive into how advocacy, intentional communication, targeted training, and inclusive events can drive cultural transformation. Whether you're a seasoned leader or just beginning your journey, you'll leave inspired and equipped to lead with purpose and inclusivity.



**Ewa Urbaniak**

Plant Director,  
McCormick Polska

## Breakout Sessions: Round 2

# Accelerating Opportunities for Women on the Frontline: Cross-perspectives from CPG & Retail

Accelerating Opportunities for Women on the Frontline” is a strategic focus for CPG and Retail companies, strongly aligned with LEAD Network’s ambition to attract, retain and advance all women, creating sustainable business value. Despite progress, women remain underrepresented in many frontline environments, with specific barriers to entry, retention, and advancement. Unlocking this potential is both a matter of doing what’s right as well as business performance and long-term impact.

In a collaborative 90-minute session, Danone and Ahold Delhaize invite you to join an engaging and insightful discussion focused on harnessing opportunities, highlighting success stories, and addressing challenges to increase gender equity.

Through a dynamic Retail x CPG panel, open discussion and peer-to-peer exchanges through guided-networking, participants will gain insights into the real-world learnings and best practices from Danone and Ahold Delhaize. More importantly, they will actively contribute to co-creating ideas and sharing practical strategies to accelerate change on the ground. Participants will leave with concrete takeaways to foster more inclusive frontline environments, and a stronger network of peers committed to driving gender equity in frontline roles.



**Nevena Djakovic**  
Organizational Development and DE&I Manager for Europe and Indonesia, Ahold Delhaize



**Mathilde Aponte Faucherie**  
Head of Inclusion & Diversity and Well-being, Danone



**Ann-Sophie Cottyn**  
Director store performance & store care, Delhaize Belgium (part of Ahold Delhaize group)

## Breakout Sessions: Round 3

# Leading the Future: Inclusive Leadership for a Changing World

Inclusion is no longer optional - it's a leadership imperative. This powerful panel will unpack the next-generation leadership traits needed to navigate complexity, inspire diverse teams, and build cultures where everyone thrives. Join us to explore how courage, emotional intelligence, and inclusive innovation will define the leaders of tomorrow.



**Catalina Mateus**  
VP, Human Resources  
Western Europe, NIQ



**Mara Panajia**  
HCB Cluster WE South and  
President of Henkel Italy



**Anouschka Berger**  
Head of Sales, Amazon  
Ads Germany





## Breakout Sessions: Round 3

# Staying Human: Mental Wellness as a Superpower

At MC Sonae, the largest private employer in Portugal, we believe that mental wellness is not just a necessity — it's a superpower.

Through our internal program *#WeNeedToTalk*, launched in 2021, we are committed to creating a safe and supportive environment where mental health is openly discussed, and well-being is a daily priority. This vision reinforces our ongoing commitment to the well-being of our people. Investing in mental health is not only a matter of social responsibility — it's a strategic pillar for sustainable organizational success. By raising awareness, sharing knowledge, and promoting health literacy, we aim to combat stigma, improve our employees' quality of life, and strengthen our culture of care and collaboration.



**Filipa Alves Rocha**

Area Leader Occupational  
Health, Ergonomics &  
Safety, MC Sonae



Breakout Sessions: Round 3

## Courage and Curiosity: The Hidden Engines of Great Women Leaders

What happens when courage and curiosity guide women in leadership? They challenge norms, drive innovation, and inspire lasting change.

This talk explores how empowering women leaders isn't just fair - it's the key to building stronger, more human organizations.



**Francesco Caccavo**

Vice President HR Southern  
Europe Region Douglas Italy  
(part of Douglas Group)

# Moving From Bolted on To Built In To By Design: Advancing Equity Through AI - From Promise to Practice

**Sasha Rubel**

Head of Public Policy for AI/Generative AI, Europe, Middle East, and Africa Amazon Web Services

This keynote will explore the dynamic relationship between diversity and artificial intelligence, examining how these forces can mutually reinforce positive change. Despite AI's transformative potential, significant gaps persist - women hold just 26% of data and AI positions, and historically marginalized founders receive less than 2% of venture funding worldwide. Yet, evidence shows diverse teams drive better business outcomes, with companies having above-average diversity producing nearly twice the innovation revenue of their peers.

This keynote will examine how AI can break down traditional barriers to inclusion through innovations in financial access, education, and healthcare, while simultaneously demonstrating why diverse perspectives are essential for developing responsible, effective AI systems that serve all communities. Drawing from both industry experience and emerging policy frameworks, we'll explore practical strategies for creating a more inclusive AI sector that benefits from and promotes diversity - ultimately leading to better technological solutions for everyone.



# When You Matter and You Know It

**Amri B. Johnson**

Founder, Inclusion Wins

Feeling valued and knowing you add value has never been more critical. Mattering is a fundamental human need. When people know they matter at work, they thrive.

Mattering - and knowing it - builds confidence ("I'm worthy"), capability ("I can do this"), and drives motivation, well-being, and performance.



# Eroski's Cooperative Story, Written by Women

## Beatriz Santos

Commercial Director-CCO's, Eroski

Since its founding in 1969, women have played a pioneering role in the development of Eroski. From the very beginning, their presence in the cooperative has been both visible and meaningful—and over the years, it has only grown stronger. Eroski has reached several milestones that reflect this commitment to gender inclusion: it was one of the first companies in Spain to appoint a female manager in a hypermarket, and the current CEO is the first woman to lead a retail company in the country.

Today, women hold a high percentage of store leadership roles across Eroski, where female representation is the majority. This is more than a matter of numbers—it's the result of a deeply rooted cooperative culture that values people for who they are, beyond gender or hierarchy. This session will reflect on the milestones, lessons, and ongoing challenges of building an inclusive, cooperative, and women-led approach to retail.





# Power of I&D in Times of Transformation

## Ayse Yesim Ucelli

General Manager Pet Nutrition SE, Mars

Diversity and inclusion (D&I) are powerful drivers of success, especially during times of transformation. Whether an organization is going through structural change, a shift in market dynamics, or an innovation push, embracing diversity and fostering an inclusive culture can provide a competitive edge.

I&D fosters adaptability & resilience...Diverse teams are more adaptable because they have exposure to different ways of thinking and working. This helps organizations navigate uncertainty more effectively. Inclusive workplaces creating psychological safety, encourages employees to embrace change rather than fear it.

I&D enables better decision-making...Studies show that diverse teams make better decisions up to 87% of the time. When multiple viewpoints are considered, decision-making becomes more thorough, reducing blind spots and groupthink.

I&D improves employee engagement & retention...Change can be unsettling, but inclusive workplaces help employees feel secure, respected, and heard. This increases engagement, reduces turnover, and fosters a sense of belonging, which is essential for maintaining morale during transitions.



# Agenda End

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