



EXECUTIVE & PA NETWORK
CONNECT AND ENHANCE YOUR SKILLS

GET TO KNOW

Executive & PA Network

YEAR 2018

Vision and birth of an idea

Imagine a world where professionals are isolated, each working tirelessly in their own bubble, missing out on the incredible opportunities that come from shared knowledge and collaboration. This was the reality in Western Switzerland back in 2018—a landscape rich with talent but lacking a vital element: a unified platform for Executive and Personal Assistants to connect, learn, and grow together.

A small group of visionary professionals saw this gap and envisioned a network. Not just any network, but a vibrant, passionate community that would fill this void. Thus, the Executive & PA Network was born.



OUR MISSION

Championing and Empowering

From the very beginning, our mission was clear: to champion and empower EA and PA professionals. We are more than just a network; we are an association driven by a shared passion for excellence. We believe in the pivotal role that Executive and Personal Assistants play within companies, and we are dedicated to uplifting and inspiring our members through every interaction.



OUR COMMITMENT

Uplifting, Inspiring, Facilitating

We are committed to three core principles:



1. Uplifting

Providing our members with the tools, resources, and opportunities they need to thrive in their roles.



2. Inspiring

Creating a platform for sharing success stories, innovative practices, and new perspectives.



3. Facilitating Exchanges

Organizing events, workshops, and networking opportunities that foster meaningful connections and professional growth.



OUR VALUES AND FOUNDATIONS

The heart of our platform

At the heart of the Executive & PA Network are key values that guide us in everything we do:



- **Collaboration:** We believe in the power of connection. Our members are encouraged to share insights, discuss industry developments, and support each other in their professional journeys.
- **Education:** Our learning environment is rich with opportunities. Through targeted conferences, high-level speakers, hands-on workshops, and dynamic networking events, we ensure continuous professional development for all our members.
- **Growth:** Partnering with industry leaders, we provide resources that help our members excel in their roles across different areas. Our aim is to empower EAs and PAs to achieve their highest potential.
- **Diversity:** We foster a culture of equality and open communication. Our network provides a friendly and safe space for all members, celebrating diversity and encouraging inclusive participation.



MENTORING

Transformative experience

Mentoring at the Executive & PA Network is not just a project; it's a transformative experience designed to shape careers and lives. Our mentoring program offers members the chance to become mentors and guide young assistants through their professional and personal challenges. This program aims to:



- **Foster Personal and Professional Growth**

Mentoring helps both mentors and mentees to grow by sharing knowledge, experiences, and skills.



- **Bring New Meaning to Daily Life**

Helping others brings a sense of fulfillment and purpose to the everyday routine, enriching both the mentor's and mentee's lives.



- **Expand Professional Networks**

Mentoring creates opportunities for professional networking, opening doors to new connections and career advancements.



BUILDING A COMMUNITY

Creating a supportive network

Our journey has been about more than just organizing events or sharing information. It's about building a supportive community where every member feels valued and empowered. Through our regular meet-ups, workshops, and online forums, we've created a space where EAs and PAs can learn from each other, share their challenges, and celebrate their successes.



THE IMPACT

Real stories, real change

The impact of the Executive & PA Network can be seen in the stories of our members. Through our network, our members find mentorship, make connections that can open to new career opportunities, and rediscover their passion for their work. This is why we do what we do.



LOOKING AHEAD

Our vision

As we look to the future, our vision remains determined. We aim to expand our reach, introduce more innovative programs, and continue being the go-to resource for EA and PA professionals in Western Switzerland.

Our commitment to excellence and empowerment is unwavering, and we are excited for what the future holds.



MEMBERSHIP

Exclusive benefits for our members



Exclusive rates to attend conferences and workshops



Exclusive access to our FAM Trip programme



Exclusive access to our mentoring programme



Exclusive benefits from our partners



Exclusive access to our social events



Exclusive access to our WhatsApp Community (information sharing, live tips and assistance)



Price

MEMBERSHIP

Individual Membership Rate



Premium Individual Membership

CHF 220

Membership ·
Access to all regular events ·
(conferences, workshops, experiences, afterworks)

Conference fee ·
Special price 50CHF (80CHF non member)

Includes 2 Fam Trips ·

**Perfect for members seeking a complete
experience with exclusive travel opportunities**



Basic Individual Membership

CHF 125

Membership ·
Access to all regular events ·
(conferences, workshops, experiences, afterworks)

Conference fee ·
Special price 50CHF (80CHF non member)

Fam Trips are not included ·

**Ideal for members who do not
organize any events**

The Individual membership gives you access to our events, resources, and dynamic community.



Price

MEMBERSHIP

Corporate Membership Rate

	Premium Corporate Membership	Basic Corporate Membership
Tier 1	CHF 500 Membership · 3 event passes / year · 2 Fam Trips included	CHF 405 Membership · 3 event passes / year · No Fam Trips included
Tier 2	CHF 1'200 Membership · 9 event passes / year · 2 Fam Trips included	CHF 705 Membership · 9 event passes / year · No Fam Trips included
Tier 3	CHF 1'900 Membership · 15 event passes / year · 2 Fam Trips included	CHF 1'005 Membership · 15 event passes / year · No Fam Trips included

A Corporate Membership is sponsored by your company and includes your annual membership, participation in conferences or workshops of your choice, and all admin fees.



THEMES ADDRESSED IN 2025

Share and Expand knowledge

Boosting your Productivity with AI & Digital Tools

- Speaker: Lize Hardwick, Digital Productivity Specialist
- Focus: how to use AI and digital tools to help increasing efficiency

How to understand your intuition

- Speaker: Moira Salvadore, Founder of Intuition in the City, Life & Job Coach
- Focus: exploring your intuition through a theoretical and practical approach

Understand a dysfunctional team

- Speaker: Amélie Leger, Von Runstedt
- Focus: Interactive workshop to understand why some teams thrive while others struggle

Projects that are 100% assumed as such and managed efficiently

- Speaker: Eric Sinot, Entrepreneur
- Focus: Enhance your career prospects and gain recognition by mastering project management in a formally recognised manner.

How to Take Ownership of Your Career

- Speaker: Samra Chekroun, Founder of Bbold,
- Focus: Empower yourself with practical strategies to drive your career forward.

How to position your voice

- Speaker: Marie-Camille Vaquié-Depraz, Vocal coach
- Focus: Make your voice stand out to attract your audience and make a difference expressing yourself.

Self-Leadership - Position Yourself with Confidence

- Speaker: Olivia Prangey, Instructor, Founder Femm' Emploi
- Focus: Explore how to embrace your unique strengths and lead from within.

Thriving at Work :Setting Boundaries, Balancing Life & Building Confidence

- Speaker: Maria Zaratiadou
- Focus: Boost your well-being and assertiveness in today's demanding work environment.



MEET THE COMMITTEE

Our leadership team



Daniela Casetta
Co-President



Luciana De Souza
Vice-President



Florence Torres
Marketing & Community Manager



Karine Guitton
Co-President



Tatiana Faure
Treasury Manager

DANIELA CASETTA

Co-President

Committee Member since October 2020

Daniela is a dynamic individual known for her quick wit, intelligence, and boundless energy. Her vibrant personality and her enthusiasm for life, makes her capture the audience, with a smile and energy. Born in Brazil, Daniela arrived in Geneva in 2010 with an international background, working in the cruise ship sector. Her career as EA started at Puma Energy in 2012. Today, Daniela is EA for one of the Managing Partners of Lombard Odier private banking.

She is proficient in several languages, including English, Italian and French, and she is exceptional at networking and inspiring others!

Her passion is making connections, connecting people, and empowering assistant professionals.

“Life has no limitations, except the ones you make.”

- Les Brown



KARINE GUITTON

Co-President

Committee Member since October 2020

Karine is an accomplished C-Suite EA, specializing in event management with over 25 years of experience within a variety of international fast paced business environments. A significant part of her professional journey unfolded within the World Economic Forum.

Balancing her professional commitments with her role as a mother of two, Karine demonstrates exceptional proficiency in organization, communication, and time management. Fluent in multiple languages, including English, French, and German, she is recognized for her dynamic energy, adept interpersonal skills, and relentless pursuit of fresh challenges.

Additionally, Karine excels in networking, leveraging her connections to foster meaningful relationships and drive collaborative opportunities.

“The greatest glory is not in never falling, but in rising every time we fall.”

- Nelson Mandela



Luciana De Souza

Vice-President

Committee Member since June 2025

Luciana brings over 20 years of experience in general office management and organizing boutique meetings. Originally from Brazil, she began her career in London as a Personal Assistant at NatWest Bank before relocating to Paris in 1999, where she held positions at several leading organizations, including Christie's.

In 2012, she launched her own events company. Since 2019, Luciana has been with the University of Geneva, initially managing the Nobel Prize Office.

In April 2020, she was appointed Attaché to the Rector.

She holds an Executive International MBA from Paris-Sorbonne Business School.

“Becoming is better than being.”

- Carol Dweck



FLORENCE TORRES

Marketing & Community Manager

Committee Member since January 2024

With over 20 years of experience, Florence is a talented and dynamic C-Suite level PA and Marketing Manager as well as an entrepreneur with extensive work experience within a variety of international fast paced business environments supporting senior management vision and strategy. She also excels at managing public relations/ positive impact projects and events, skills that she expanded through the event company she co-founded back in 2007 in London. Currently, Florence works as PA for a family office's member who is also an entrepreneur in Impact Finance.

Florence speaks French, English and Spanish and is highly recognized for her enthusiasm, professionalism and her agility to deal with demanding and complex situations.

"Success isn't about the money you make, it is about the difference you make in people's lives."

- Michelle Obama



TATIANA FAURE

Treasury Manager

Committee Member since January 2024

Tatiana brings over 12 years of valuable experience working with Forbes 500 individuals since her arrival in Geneva in 2002. As an accomplished Executive Assistant in the commodities sector, she has demonstrated a proven track record of effective collaboration with CEOs and Founders. Notably, Tatiana's expertise was honed during her tenure of more than 11 years at Gunvor, a testament to her commitment and skill in the field. Since September 2022, she has been applying her extensive expertise and knowledge at Socar Trading.

Tatiana shares her expertise with junior administrative professionals through mentoring, fostering professional growth and excellence in the corporate world and beyond.

“Luxury is in each detail.”

- Hubert de Givenchy





Contact Details



info@executivepanetwork.com



www.executivepanetwork.com



Executive PA Network



Daniela Casetta
+41 76 358 0293



Karine Guitton
+41 79 794 4553