

## Avivah Wittenberg-Cox Speaker Profile



Avivah Wittenberg-Cox, CEO 20-First  
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Presentation languages: English, French  
Nationalities: French, Swiss, Canadian

Avivah Wittenberg-Cox is CEO of the consultancy 20-first.

20-first works globally with progressive companies interested in diversifying their leadership teams and optimising both halves of the talent pool and market – male and female. It helps CEOs, executive committees and managers to build gender 'bilingual' organisations. The firm's renowned programmes and services support companies in understanding and benefiting from the transformation in women's economic and social position around the world.

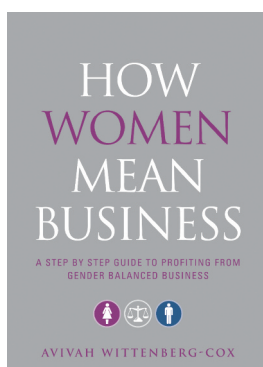
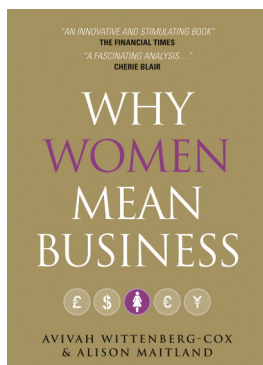
Avivah's latest book, Seven Steps to Leading Gender-Balanced Businesses, will be published in March 2014 by Harvard Business Review. She is also author of the best selling:

**HOW Women Mean Business, A Step by Step Guide to Profiting from Gender Balanced Business**, Wiley 2010

**WHY Women Mean Business: Understanding the Emergence of Our Next Economic Revolution**, Wiley 2008 (co-authored with Alison Maitland)

She speaks on leadership, marketing and talent management issues across the globe, has lectured at both INSEAD and HEC business schools, and blogs for "Harvard Business Review". The first female columnist of Der Spiegel's Manager Magazine, she is Founder and Honorary President of the European Professional Women's Network. Her first book was awarded the prestigious MANPOWER Best Book of the Year prize and was selected as a business book of the year by the Conference Board Review. Avivah has been recognised by ELLE Magazine as one of the TOP 40 Women Leading Change.

More at: [www.AvivahWittenbergCox.com](http://www.AvivahWittenbergCox.com)  
Twitter: [www.twitter.com/A\\_WittenbergCox](http://www.twitter.com/A_WittenbergCox)  
Blog: [www.20-firstblog.com](http://www.20-firstblog.com)  
Books: [www.WhyandHowWomenMeanBusiness.com](http://www.WhyandHowWomenMeanBusiness.com)  
Flipbook: [www.20-first.net/flipbook/index.html](http://www.20-first.net/flipbook/index.html)



### Sample Speeches:

- **21st Century Leadership**  
Why CEOs Need to Get Serious About Sex  
*A C-level perspective on WHY gender matters to 21st century business, and HOW to implement effective balance*
- **"Bilingual" Sales & Marketing**  
Connecting with Both Halves of the Consumer Market  
*An in-depth look at how better gender understanding can open new market spaces and increase customer satisfaction*
- **"Bilingual" Talent Management**  
Recruiting, Retaining, Promoting Both Halves of the Talent Pool  
*A pragmatic guide to HOW companies can implement sustainable solutions (and what hasn't worked in the past)*
- **WHY & HOW Women Mean Business**  
A Walk around Womenomics  
*A wake-up call on why 'women' is a business issue, not a women's issue*
- **For Women: "The Time is NOW"**  
*Powerful and inspiring empowerment strategies for promoting real progress in organisations*

### Recent speaking engagements

- The Economist Conference, **NEW YORK**
- Senior Women in Business Conference, **MELBOURNE**
- Open Company Conference, **ZAMBIA**
- Comunidad Mujer Conference, **CHILE**
- 10th World Knowledge Forum, **SEOUL**
- Peter Drucker Global Forum, **VIENNA**
- Cherie Blair Foundation Conference, **MUMBAI**
- Euro Finance Week, **FRANKFURT**
- Opportunity NOW, **LONDON**
- EU Commission, **BRUSSELS**
- UBS Conference, **TOKYO**

### Video Highlights

See video highlights of Avivah Wittenberg-Cox's speaking engagements and interviews at:

[www.20-firstSpeaking.com](http://www.20-firstSpeaking.com)

Please contact [speaking@20-first.com](mailto:speaking@20-first.com) for additional information on Avivah Wittenberg-Cox's availability, rates and conditions for speaking engagements