

Women in Private Equity Get-together

Wednesday, 17 June 2026
Resident, Zurich - door
opening at 18:15



ARDIAN

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LEVEL
20

SECA

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Resident Bar/Lounge, Kreuzstrasse 24, 8008 Zürich

Women in Private Equity Get together

Ardian, LGT Capital Partners, Level20 and SECA invite you to the 4th **Women in Private Equity networking event** at the **Resident** Bar/Lounge in Zurich.

The event brings together Women in Private Equity. Take this opportunity to connect with peers and get interesting insights!

This year, **Dr. Annabella Bassler**, CFO of Ringier Media and founder of **EqualVoice**, will share insights on leadership and discuss how she is promoting the visibility of women in the media as a pioneer. In addition, **Nicole Blum**, founder and CEO of **No Bullsh!t GmbH**, will talk about her experiences founding and financing a startup and explain how she approaches media relations.

Agenda:

- 18:15 Door opening
- 18:45 Welcome note
- 18:50 Female leadership talk
Dr. Annabella Bassler, CFO, Ringier Media & Founder EqualVoice
- Female founder experience
Nicole Blum, Founder & CEO, No Bullsh!t GmbH
- Q&A
- ca. 19:30 Apéro & Networking

Registration: on www.seca.ch/events
seats are limited - first come, first serve

Fee: free of charge

An initiative of:

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Learn more about:



Dr. Annabella Bassler
CFO, Ringier Media & Founder EqualVoice

She is an experienced leader and Group **CFO** of the international media group **Ringier**. In her role as Group CFO at Ringier, she has played an instrumental role in the private equity partnership between Scout24 Schweiz AG and Omnimedia AG with KKR. Dr Annabella Bassler is the initiator of the **EqualVoice** initiative. 72% of all media reports in Switzerland are about men. She has been able to bring prominent support behind the EqualVoice initiative with the goal to increase the visibility of women in the media, thereby closing the gender visibility gap, creating more female role models and giving women and men an equal voice.



Nicole Blum
Founder & CEO, No Bullshit GmbH

Nicole Blum never actually planned to start her own business. “I’m far too risk-averse when it comes to finances,” she explains. She never would have thought that one day she would be running a natural cosmetics startup. Perhaps it was a coincidence that, on Christmas 2018, the mother of two daughters mixed her own deodorant creams from natural ingredients in her kitchen and gave them to friends as gifts. Soon, the circle of interested people grew.

At **NO BULLSHIT**, it is not about flooding the market with as many unusual products as possible. Instead, as a team, they question existing products, trends, and their own consumer behavior. They develop products that make life easier, are good for you and the world, and still deliver on effectiveness and quality.