

FEATURING WARIS DIRIE, GUIDO FÜRER, SORELLE AMORE, GIULIA STEINGRUBER

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# LADIES DRIVE

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## Schuld? Scham? Selbstzweifel?

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ZU WACHSEN, OHNE ZU ZWEIFELN

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WINTERAUSGABE 2022/23





Featuring  
**Maya Bundt  
and  
Cecile Maye**



\_Maya Bundt is a member of the Board of Directors of the insurer Baloise, the Out-of-Home media company APG SGA and the regional bank Valiant. She worked for almost 20 years for the reinsurer Swiss Re, where she held positions as Cyber Practice Leader and Chair of the Cyber Council. She engages in several communities with the aim to increase societal cyber resilience and leads the Cyber Resilience chapter at the Swiss Risk Association.

**Ladies Drive: Cecile, can you still remember your first experience with entrepreneurship?**

**Cecile Maye:** Absolutely, like it was yesterday! It was a cold and rainy day, and my father challenged me that in no way will I find a buyer for that very crappy weeds from our backyard garden that I thought were fabulous. After no more than 10 minutes, sitting by the road outside under my umbrella that wasn't helping much to keep me dry, a man stopped his car & bought my whole stock and told me to go home and get warm! I was 4 years old, and life was beautiful!

**You worked for a long time for luxury goods in the most vibrant cities NY (USA), Tokyo (Japan) and HK (CN) before sailing around the world for 18 months and then choosing the tech field. What made you change industries?**

A sort of unhelping nonsense that make me think that I would be able to change the world! A tiresome curiosity that for my close circle is sometimes challenging! But they still smile at me, it makes me feel so overwhelmed!

**Maya, your way was a bit different. You studied science and for years you were responsible for everything to do with cyber at a leading reinsurer**

**before exploring other fields. What appeals to you about the combination of mandates with large companies and small companies like AckTao?**

**Maya Bundt:** You are right! After such a long time with the same company, I found out that I very much enjoy working with different organisations. I need to adjust to the different cultures, teams, and to what is required in every role, while still being me. This energises me, keeps me on my toes and allows me to also employ my passion for technology. There is never a dull moment!

**Cecile, can you briefly describe what exactly AckTao offers?**

**Cecile Maye:** Simple thrilling and intuitive, AckTao offers cloud gaming scenarios that make anyone excited about learning the right behaviour in its digital life. A kind of digital driver's licence. From 4 to 90+ years and whatever your skill set is, in three clicks without having to download any apps, you will be immersed and playing like in real life and learn from your success and loss in real time. Available anywhere, anytime from your tablet smart phone or desktop.

**And what is the secret sauce?**

**Cecile Maye:** First of all: good on ya! It is a great place to be with lots of opportunities. In terms of advice: personal qualities that I think are vital



\_Cecile Maye has been a serial entrepreneur since her early days, Parisian by birth, and adventurer by soul, Cecile started her own luxury trading company before spending her 30s in Hong Kong after five years as sales & marketing manager for luxury group Richemont and later DKSH. Since 2018 Cecile is co-founder AckTao, a tech-based start-up in cyber defence.

and helped me are courage and tenacity. In tech or elsewhere. But most important: for all the technology in tech, do not forget the people.

**Maya, you first studied at ETH and then switched to consulting before cyber was your topic. There are still few women in these fields. What advice do you have, especially for female talents who want to pursue a career in tech?**

**Maya Bundt:** First of all: Good on ya! It is a great place to be with lots of opportunities. In terms of advice: personal qualities that I think are vital and helped me are courage and tenacity. In Tech or elsewhere. But most important: for all the technology in Tech, do not forget the people.

**The theme of this issue is "How we grow without doubting ourselves". How does this topic affect you, Cecile?**

**Cecile Maye:** Perhaps always acting straight fresh and passionate while questioning and doubting. Nature is maybe the best example, fail fast, start again, fail again...until it works. The worst in my eyes is not to try. All winners started by playing.

**Maya, what are your thoughts on this topic?**

**Maya Bundt:** I don't believe that sometimes doubting ourselves is bad:

**DR. CAROLE ACKERMANN**

is CEO and co-founder of the private equity company Diamondscull AG, which invests in Start-up companies. She is President of EHL Group (founded as Ecole hôtelière de Lausanne), the global reference in hospitality education, a member of the Board of Directors of Allianz Switzerland, BKW, BNP Paribas Suisse, and BVZ Holding, is involved in the Board of the Bernese innovation agency be-advanced and is a Senior Lecturer at the HSG and other universities.

FOTO: TOBIAS SUTTER



questioning myself has helped me a lot in order to reflect and ultimately grow. The trick is not to doubt too much, so I don't get dragged down and freeze like the proverbial rabbit in front of the snake. It is for sure a tricky balance to strike. What helps me when erring on the side of doubt is giving myself a mental pep talk, master my courage, and jump.

**Cecile, your mission is to create a sustainable world for all. How far are you on this way?**

**Cecile Maye:** Happy to talk about that Carole, it's really my sweet spot, how long do we have? In my eyes it is not an issue. It is THE issue. Hence, we leave in a complex interconnected universe where any action must be carefully planned. Like Banksy wrote loud and clear on the walls of our cities "There's nothing more dangerous than someone who wants to make the world a better place". And here we touch the very inner roots of AckTao... the Tao in Action; live in harmony with the universe, and the energy found in it. Learn the rules. To be able to overtake them.

**Thank you, Carole & Maya, happy we could share this "Ladies time" together.**

\_www.acktao.com ■



# POST-TRAUMATIC GROWTH

CONFERENCE  
12<sup>th</sup> & 13<sup>th</sup> June 2023

## FEATURING

**WARIS DIRIE**  
Somalia  
Human Rights Activist,  
Bestselling Author

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Pleasure Group

**SORELLE AMORE**  
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