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EMPOWERMENT



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**November 7th 2014: Women in Leadership
Spotlight: Sofia Falk of Wiminvest**

In todays episode we interviewed Sofia Falk of Wiminvest. We discussed how her background in the armed forces contributed to her pursuit of diversification of the workplace. She informed us of the mission of Wiminvest to help women "grow and bloom" in the workplace by placing them in managerial positions. Sofia also shared Wiminvest's role in helping major wedish corporations like H&M, Ikea, and Volvo modernize their management by emphasizing a greater gender distribution within. To address the issue of many corporations only having approximately 30% women in management positions, Wiminvest

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Featured Guest



Sofia Falk

Sofia Falk is the founder of Wiminvest, a maverick consultancy firm driven by a powerful desire to make businesses more profitable by creating a better balance of men and women in top management positions.

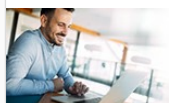
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