

## A Note from Our Founder & Chair

**Dr. Andrea Pfeifer, Co-Founder & CEO, AC Immune, and Chair of the Global BrainTrust**

Welcome to the debut edition of the **Global BBP BrainTrust Newsletter** – the first of our quarterly reports to members and the global business/health/financial and scientific communities. We have joined together because we believe we are at a critical moment in defining and understanding the global challenges and opportunities facing women. The global pandemic has shone a harsh spotlight on systemic issues that undermine our health and well-being. It is the reason we seek to engage world leaders to create policies that address the economic inequities that brain diseases and mental health issues create across the lifespan.

We believe the impeccable infrastructure in Switzerland and proximity to the World Health Organization, United Nations, and World Economic Forum make it the ideal home for the Global BBP BrainTrust and its support of an ambitious, nationwide campaign to empower women across Switzerland to **Be Brain Powerful™**. The campaign, designed to support the WHO and 2020 Lancet Commission's prevention and dementia risk reduction recommendations, is backed by the Women's Brain Project (WBP) and the Global Alliance on Women's Brain Health (GAWBH).



**Click [HERE](#) to watch**



## Meet The Global BrainTrust

“The vision to ensure quality of life and longevity for us all is at the heart of our efforts to promote a new scientific agenda, driven around sex-based research as the gateway to precision medicine. We seek out world-class science on longevity and the brainspan/lifespan connection to inform our members and share courageous conversations across a broader network of allied organizations.”

**Mara Hank Moret, Vice-Chair, Global BBP Brain Trust and Honorary President, Women's Brain Project, CH.**

## Profiles in Women's Thought Leadership

Our all-women leadership is distinguished and diverse, as is their professional expertise and personal passions. We count prominent scientists, business and NGO executives, public figures and royalty among our intergenerational thought leaders who will lead and participate in a dynamic series of Global BrainTrust Dialogues across a spectrum of interests and issues that impact us all.

## In this inaugural edition, we profile two of our Global BrainTrust members

Renée Fleming is one of the most highly acclaimed singers of our time, performing in opera houses, concert halls, and theaters around the globe. Winner of four Grammy® awards, she has sung for momentous occasions from the Nobel Peace Prize ceremony to the Diamond Jubilee Concert for HM Queen Elizabeth II at Buckingham Palace. Fleming's other awards include the Fulbright Lifetime Achievement Medal, Germany's Cross of the Order of Merit, and France's Chevalier de la Légion d'Honneur. Fleming's memoir *The Inner Voice* is in its 16th printing and has been translated and published around the world.



As Global BrainTrust Ambassador, Renée Fleming represented us at the October 8, 2020 Ideagen/UN Empowering Women and Girls Summit, with a reported overall reach of roughly 14 million globally. [Click HERE to watch.](#)



### Chabi Nouri, CEO of Piaget

Driven by curiosity, thirst to learn and passion for people, Chabi Nouri has built her professional life on the belief that anything can be achieved with resilience and perseverance. Chabi Nouri has been the CEO of Piaget since 2017 and brings a unique perspective to the Maison Piaget that is both strategic and operational. She is characterized by her passion for the profession, her rare energy, the desire to share an exceptional adventure with her teams and Piaget Society consisting of the clients, friends of the Maison, artists and celebrities who enjoy congregating in a warm, elegant atmosphere to celebrate creative daring. Chabi Nouri participated in the launch of the BBP Campaign to inspire other women globally. [Click HERE to watch.](#)

## UPCOMING EVENTS

### Global BrainTrust Dialogues: Worldview

**January 14, 2021 –  
16:00 – 17:00 (CET) / 10 – 11am (EST)**

Join to hear a timely 2021 Financial Forecast on the Global Healthcare Sector, a Pre-Davos Update, U.S. Post-Election Analysis, and an Update on the Worldwide FINGER Study on Dementia Risk Reduction. Moderated by Global BrainTrust Chair, Dr. Andrea Pfeifer and Meryl Comer, Chair of the Global Alliance on Women's Brain Health.

#### Our special guests include:

**George Vradenburg:** Co-Convener, CEOi; Co-Lead, Davos Alzheimer's Collaborative; Founder and Chair, UsAgainstAlzheimer's, USA

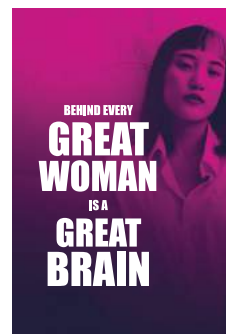
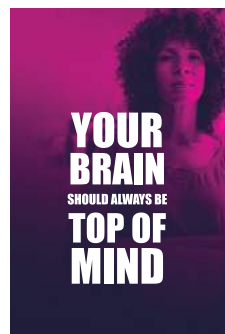
**Megan Beyer:** Former Foreign Diplomat, US Embassy: Bern, Switzerland (2009 – 2014). Founder/ Chair, the Sister Republics Initiative

**Professor Miia Kivipelto, MD, PhD:** Deputy Head, KI-ARC; Professor, Clinical Geriatric Epidemiology, Karolinska Institutet, Stockholm

## The Women's Brain Project: Switzerland

The Global BBP BrainTrust is pleased to support the ongoing work of the Women's Brain Project, dedicated to differential research for equal treatment by promoting a scientific discussion on the specific vulnerability of the female brain to mental diseases. Their mission is to identify specific needs related to women's brain health, advocate for change, and position the findings for the benefit of the society.

The *Be Brain Powerful™* Switzerland campaign was launched at the [International Forum on Women's Brain and Mental Health 2020](#), held virtually September 19th-20th. [Click HERE to watch](#) the Best of the Women's Brain Project Forum. [Click HERE to watch](#) the Launch of the *Be Brain Powerful™* Campaign video.



## How We Connect:

The Global BrainTrust is proud of its connectivity and expanding collaborations with significant organizations worldwide who share the proposition that “prioritizing women’s health magnifies their economic independence, power and influence.”

Through the Global Alliance on Women's Brain Health, we are collaborating with [AccessCircles/WHAM!](#), a global, by-invitation network of over 3,000 leading women executives and entrepreneurs led by business/fashion icon, Carolee Lee. [WHAM!now.org](#) and [AccessCircles.com](#)

## By Personal Invitation from ACCESSCIRCLES/WHAM!

Hear from World Class Scientists on Longevity and the BrainSpan/LifeSpan Connection



### DR. DAVID SINCLAIR

#### Lifespan: Why we Age and Why we Don't Have to.

Dr. Sinclair is a New York Times bestselling author, tenured Professor of Genetics at the Blavatnik Institute, and Co-Director of the Paul F. Glenn Center for the Biology of Aging and Research at Harvard Medical School, Professor and Head of the Aging Labs at UNSW Sydney, and honorary Professor at the University of Sydney. [Click HERE to watch.](#)



### DR. RICHIE DAVIDSON

#### The Profound Implications of Mental Training to Cultivate Well-Being.

Dr. Davidson, William James and Vilas Research Professor of Psychology and Psychiatry, and Founder and Director of the Center for Healthy Minds at The University of Wisconsin-Madison, shares scientific evidence that suggests we can change our brains by transforming our minds and cultivating habits of mind that will improve well-being. These include happiness, resilience, compassion and emotional balance. [Click HERE to watch.](#)



### DR. LISA MOSCONI

#### The XX Brain – The Groundbreaking Science of Women’s Cognitive Health and Alzheimer’s Disease Prevention.

Dr. Mosconi is Director of the Women’s Brain Initiative and Associate Director of the Alzheimer’s Prevention Clinic at Weill Cornell Medical College. Her New York Times Bestseller, *The XX Brain: The Groundbreaking Science Empowering Women to Maximize Cognitive Health and Prevent Alzheimer’s Disease*, explores the question of what differentiates men from women, aside from reproductive organs, and focuses on the unique characteristics of the female brain. Dr. Mosconi details the lifestyle changes we need to make to ensure a healthy and high functioning brain throughout our lives. [Click HERE to watch.](#)

## PARTNERSHIP PROFILES

### Women’s Brain Project: Switzerland

**The Women’s Brain Project (WBP)** is an international non-profit organization based in Switzerland.

Composed largely of scientists, WBP advocates for and conducts research on sex and gender sensitive precision medicine, from basic science to novel technologies. The organization aims to get a better understanding how men and women’s brains are similar and different, and to stimulate a global social and political discussion on gender and sex determinants of brain and mental health as a gateway to precision medicine. The WBP team also aims to contribute to the fulfillment of the U.N.’s Sustainable Development Goals 3 (Good Health and Wellbeing) and 5 (Gender Equality), among others.

**#BeBrainPowerfulCH**

### Global Alliance on Women’s Brain Health

The Global Alliance on Women’s Brain Health (GAWBH) was founded by four non-profits dedicated to raising awareness of the challenges of women’s brain health – **WomenAgainstAlzheimer’s USA**, **Alzheimer’s Research UK**, the **Women’s Brain Health Initiative, Canada**, and **21st Century BrainTrust®**. Under the auspices of **UsAgainstAlzheimer’s USA (UsA2)**, and the **Global CEO Initiative on Alzheimer’s Disease (CEOi)**, the GAWBH has made significant progress in moving dementia’s impact on women to the forefront, putting the issue on the World Dementia Council’s agenda and rolling out the **Be Brain Powerful™** campaign. The organization’s priorities include raising awareness about the importance of brain health and increasing funding for sex- based research.

## About U.S. Be Brain Powerful™ Campaign

WomenAgainstAlzheimer’s (a USA2 network) launched the U.S. *Be Brain Powerful™* campaign in November 2018 with an event in New York City, featuring former First Lady Laura Bush. An impressive lineup of distinguished women comprise the U.S. BBP BrainTrust. The *Be Brain Powerful™* campaign is the lead initiative under UsA2’s Brain Health Partnership Campaign for Women’s Brain Health: a collaborative effort to empower women to drive fundamental change in the way we care for our brain. **#Braingoals**

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