



# GENERAL DECK

Venue

MDMT Ballroom,  
Kuala Lumpur

Date

04th & 05th June 2026

By

Laurea People's Signature



# INTRODUCTION —

**She Leads. She Brands. Summit 2026** is a curated platform for women who are already leading - and are now focused on how that leadership is positioned, recognised, and scaled.

In an environment where visibility and perception shape influence, this summit brings together leaders and professionals for conversations that go beyond inspiration into clarity, credibility, and execution.

Every detail is intentionally designed to support one outcome: **building leadership that is not only present, but recognised.**



# ABOUT WOMENATLAS

WomenAtlas is a structured platform built to support women across **leadership, visibility, access, and opportunity**. Designed as an integrated ecosystem, it ensures that capability is not only developed, but also **positioned, recognised, and supported through intentional platforms and initiatives**.

Operating at the intersection of leadership, professional positioning, and influence, WomenAtlas brings together founders, corporate leaders, and professionals through curated touchpoints - including summits, forums, funding initiatives, media and publications, awards, marketplace opportunities, and impact-driven programmes.

Each element is designed to work as part of a broader system, enabling women to **grow, be seen, and access opportunities at scale**.

*WomenAtlas is built on a clear premise:*

that leadership today is not only about capability, but about how that capability is **understood, positioned, and translated into long-term influence**.



# WHO THIS SUMMIT IS DESIGNED FOR



Women leaders, founders,  
and business owners



Corporate leaders and  
senior professionals



Brand, marketing, and  
communications leaders



Women building personal  
authority and thought  
leadership



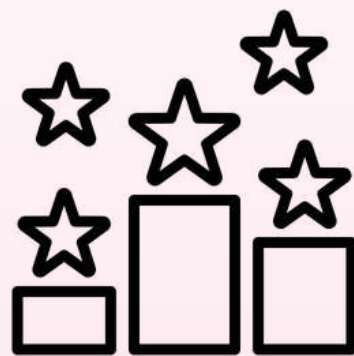
Emerging leaders preparing for  
greater visibility and responsibility



Allies who actively support  
women's leadership

*This is a curated room for women who are intentional about growth and influence.*

# WHAT PARTICIPANTS WILL GAIN



Clearer leadership presence and positioning



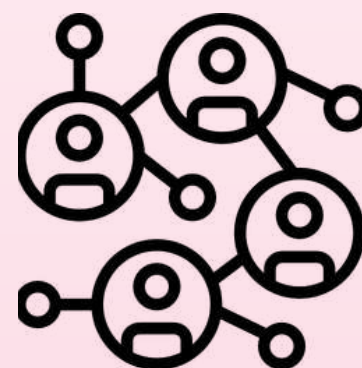
Deeper understanding of influence beyond visibility



Practical frameworks for credibility and trust



Honest insights from experienced women leaders



Meaningful connections that extend beyond the event

# SPEAKERS & PANELISTS

The summit will feature a carefully curated line-up of Women Leaders, CEOs, founders, brand strategists, and communications experts

## Speakers are selected for:

- Real-world leadership experience
- Credibility within their field
- Ability to translate insight into relevance



*\*Speaker announcements will be released in phases.*

# SPEAKERS



**Asnor Vidya Nor Azmi**  
*Director, Customised Programme & Digital Trade Section, Transformation & Digital Trade Division*  
**MATRADE**



**Mimi Natasha**  
*Founder & CEO*  
**Trainito Academy**



**Jeane Law**  
*Strategic Growth Partner*  
**International Institute of Financing & Listing for Entrepreneurs (IIFLE)**



**Nora Jane Wahab**  
*Global Tender Manager, Engineer, Coach & Author*  
**Schneider Electric & NJ Empowerment**



**Dr. Lee Yong Yong, Shareen**  
*Senior Lecturer*  
**Politeknik Sultan Salahuddin Abdul Aziz Shah**



**Ts. Preedha**  
*Associate Principal Lecturer & Coordinator*  
**Sunway Education Group**



**Nik Husna**  
*Head of Employee Relations*  
**Malaysian Communications and Multimedia Commission**



**Synne Stohlmacher**  
*Chief Executive Officer*  
**Human Inc**



**Anuradha Mishra**  
*Managing Director*  
**TechSetGo Sdn Bhd**

*(More Speakers announcements coming soon.)*

# SPEAKERS



**Nur Farisya**  
*Co-Founder*  
**Alpha Ace Solutions**



**Puvanesvari Subramaniam**  
*Founder & CEO*  
**QF4 Tech Asia**



**Shanthi Periasamy**  
*Founder*  
**Praxis Impact Consulting**



**Darshvini Malar**  
*Senior Branding & Marketing Analyst*  
**WomenAtlas Media & Events Sdn Bhd**



**Mehmil Abid**  
*Assistant Marketing Manager*  
**Laurea Peoples Signature Sdn Bhd**



**Sandy Woo**  
*Councillor*  
**Women in Technology by PIKOM**



**Dr. Mirza Rayana Sanzana**  
*Lecturer (Research & Teaching)*  
**Monash University Malaysia**



**Masfara Wahidah Binti Abdul Rahman**  
*Founder & CEO*  
**Diet Ideas Sdn Bhd**



**TBC**  
-

*(More Speakers announcements coming soon.)*

# THE TWO-DAY EXPERIENCE

This summit is structured as a progressive journey for women navigating leadership, visibility, and the future of work.

Across two days, conversations move from identity and lived experience → *to visibility, influence, and future readiness.*

Day 1

SHE LEADS

Real journeys. Identity. Leadership.

- Still showing up when no one is watching
- Rebuilding confidence, voice & self-belief
- Leadership beyond titles

Day 2

SHE BRANDS

Visibility. Influence. Future-ready growth.

- Owning your voice & positioning
- Women, AI & the future of influence
- Practical tools to show up and stand out

*From being unseen  
to showing up with CLARITY, CONFIDENCE & DIRECTION*

# DAY 1 — She Leads

- **Registration & Networking Breakfast**

8:00 AM – 8:45 AM

- **Opening Ceremony & Official Officiating Session** *Led by 3 Extraordinary Women*

9:00 AM – 9:30 AM

- **The Vision Behind WomenAtlas**

9:30 AM – 9:50 AM

*Darsh : Building Spaces Where Women Are Seen, Heard & Recognised.*

- **Panel Session 1**

9:50 AM – 10:30 AM

• Anuradha Mishra • Mirza Rayana Sanzana • Nora Afzam Abd Wahab  
*What Leadership Really Looks Like Behind The Scenes: Courage, Confidence & Uncertainty*

- **Tea Break & Networking**

10:30 AM – 10:50 AM

- **Keynote Session**

10:50 AM – 11:20 PM

*Mimi Natasha Mohd Fauzi*  
*Becoming Again: Rebuilding Confidence, Identity & Voice After Setbacks*

- **Community Appreciation & Sponsor Recognition**

11:20 AM – 11:30 PM

- **Exclusive Platinum Partner Session**

11:30 AM – 11:45 PM

- **Strategic Sponsor Sharing — SME Malaysia Equities PLT**

11.45 PM – 12.15 PM

- **Interactive Workshop**

12:15 PM – 1:00 PM

*Dr. Lee Yong Yong (Shareen)*  
*Show Up & Stand Out: LinkedIn for Women Starting Out*

- **Lunch Break, Networking & Booth Engagement**

1:00 PM – 2:30 PM

- **Panel Session 2**

2:30 PM – 3:10 PM

• Jeane Law • Shanthi Periasamy • Preedha R. Govindasamy  
*Women, AI & The Future of Influence: Adapting, Leading, or Being Replaced?*

- **Keynote Session**

3:10 PM – 3.30 PM

*Synne Støhlmacher*  
*The Authority Gap: Why Being Seen Is Not the Same as Being Trusted*

- **Silver Sponsor Insights Session**

3:30 PM – 3:50 PM

- **Stretching Activity – Wellness Coach**

3:50 PM – 4:00 PM

- **Tea Break**

4:00 PM – 4:30 PM

- **Photography, Interviews, Networking & Closing**

4:30 PM – 5:30 PM

# DAY 2 — She Brands

- **Registration & Networking Breakfast**

8:00 AM – 8:45 AM

- **Opening of Day 2 (Agenda & Motivation)**

9:00 AM – 9:30 AM

- **Supporting Partner Keynote — MATRADE**

9:30 AM – 10:00 AM

- **Keynote Session**

10:00 AM – 10:20 AM

*Mehmil Abid*  
*Building Brands That Speak: The LPS Approach to Modern Marketing*

- **Tea Break & Networking**

10:20 AM – 10:50 AM

- **Bronze Partner Keynote**

10:50 AM – 11:10 AM

- **Panel Session**

11:10 AM – 11:50 AM

*Buvna Puvanesvari . Nik Husna. Nur Farisya Abdul Shukor*  
*From Visibility to Viability: Empowering Women Through Digital Skills and Economic Access*

- **WomenAtlas Programme : Annual Highlights**

11:50 AM – 12:20 PM

- **Group Picture**

12:20 PM – 12.30 PM

*Networking Challenge: 10 Minutes, 10 Connections, 5 Winners*

- **Lunch Break, Networking & Booth Engagement**

12:30 PM – 2:00 PM

- **LinkedIn Networking Challenge**

2:00 PM – 2:30 PM

- *Connect with 5 Women*
- *Post takeaway on LinkedIn*
- *Tag WomenAtlas*

- **Women in Technology & Leadership – PIKOM Special Session**

2:30 PM – 2:50 PM

- **Women & Funding: Opportunities for Growth**

2:50 PM – 3:10 PM

- **Empowering Future Women Leaders — University Session**

3:10 PM – 3:30 PM

- **Claude Workforce Implementation**

3.30 PM – 4:00 PM

- **Tea Break**

4:00 PM – 4:20 PM

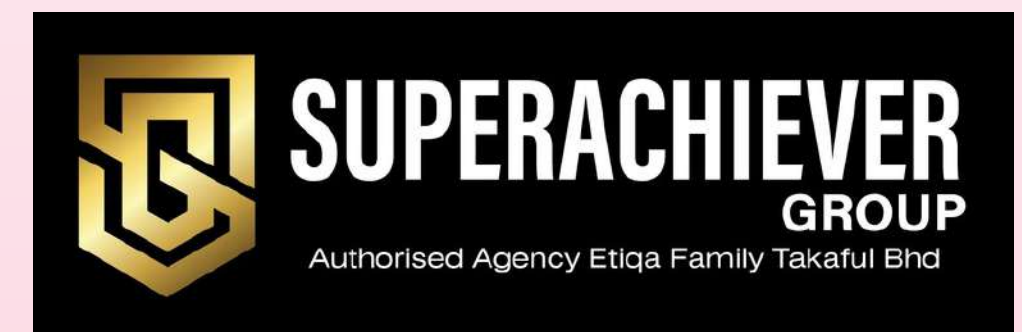
- **Gift Distribution, Summit Closing Session & Appreciation, Photography**

4:20 PM – 5:30 PM

# OUR SPONSORS, STRATEGIC PARTNERS & EXHIBITORS

She Leads. She Brands. Summit 2026 is powered by our valued media partners—aligned voices who champion leadership, credibility, and meaningful impact.

Partnerships are designed to be collaborative and values-led.



*(More Sponsors & Partners announcements coming soon.)*

# NETWORKING & EXPERIENCE

Beyond the stage, the summit offers:

## Curated Sponsor Gifts & Brand Inclusions

Thoughtfully selected offerings from our well-known brand partners - chosen for relevance, quality, and purpose.

## Summit Experience Kit

A professionally curated kit designed to support reflection, note-taking, and engagement throughout the summit.

## Intentional Networking Access

Structured opportunities to connect with speakers, senior leaders, founders, and peers - designed for meaningful conversation.

## Post-Summit Value

Select resources shared after the event to help attendees apply insights beyond the summit.

## Enhanced Experience Touchpoints

Additional curated experiences for selected ticket categories, including priority seating or exclusive networking moments.

# FINAL NOTE



**She Leads. She Brands. Summit 2026  
is not designed to IMPRESS.**

**It is designed to Equip, Challenge, and  
elevate the women in the room - and  
to shape leadership conversations  
beyond the event itself.**

# CONTACT



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