



Sandra Banholzer named CEO of the Year at the 2024 SEF.WomenAward ceremony.

The fourth SEF.WomenAward was presented at a gala evening in Zurich on 8 March 2024. The prize recognises outstanding performance by women in business and is awarded in the categories of Young Entrepreneur of the Year and Entrepreneur/CEO of the Year. An award honouring the life's work of an exceptional businesswoman is also presented.

This year's winners were Alessia Schrepfer, WeNurse AG, who was named "Young Entrepreneur of the Year", and Sandra Banholzer, RAUSCH AG KREUZLINGEN, named "Entrepreneur/CEO of the Year". Barbara Kux was the recipient of the honorary award.

The Swiss Economic Forum (SEF) recognised these three women for their outstanding entrepreneurial track records. With the SEF.WomenAward, the SEF has three aims: to raise the profiles of entrepreneurial women among the broader public, create role models for the next generation and firmly establish a future-oriented platform for women in business.

Sandra Banholzer – Entrepreneur/CEO of the Year 2024

Banholzer has been managing the fortunes of traditional family firm RAUSCH AG KREUZLINGEN for more than two years now. She is the first CEO of the company who is not a member of the owner family. The jury was impressed by, among other things, her ability to guide the company through the necessary culture change with empathy and enthusiasm, while treating her team as equals.

We at RAUSCH extend our heartfelt congratulations to our inspiring CEO Sandra Banholzer for winning this award. Her tireless dedication and leadership are unparalleled. We are filled with tremendous pride to have accompanied her on this journey as a company.

Further information

More information about the SEF.WomenAward, all the finalists and the winners is available [online](#). High-resolution imagery can be downloaded free of charge [here](#). Please acknowledge NZZ Connect as the image source/copyright-holder.

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