

Juliana Landmann

Women Back to Business Success Story

What an amazing WBB success story! Juliana Landmann joined the WBB Programme in March 2021 when she arrived in Switzerland after a 2-year family break. She was looking for a programme in which she could refresh her skills and build a network in the new country. Juliana succeeded in finding a job that joins both her passion for gems & jewellery as well as training, and is the Gemmological Trainer in one of the most renowned and prestigious Gems & Jewellery Houses in Switzerland.

Although Juliana had 12 years of experience in the jewellery industry, the programme gave her a better understanding of and how to position herself in the Swiss market. Juliana found this, along with meeting so many inspiring women and WBB partner representatives to be the most useful aspects of the programme. The most challenging aspect, however, was figuring out which of her passions to follow and what she really wanted to work with.

“Sometimes it seems that there is only one path for us, and if that path does not work out immediately, we might feel stuck and demotivated. This course helped me get to know myself better and realise how many other paths I could take, opening doors to many other opportunities that I never before thought of. Just open your heart and minds and believe in this powerful journey.”



Juliana Landmann
Gemmological Trainer

«Sometimes it seems that there is only one path for us, and if that path does not work out immediately, we might feel stuck and demotivated. This course helped me **get to know myself better** and realise how many other paths I could take.»



University of St. Gallen

Executive School of Management,
Technology and Law