



RED CLUB x CARTIER ANNOUNCES THE WINNER OF THE 2023 EDITION OF THE YOUNG LEADER AWARD

Dr Bea Bakshi (United Kingdom)
Co-founder and CEO, C the Signs

New York, June 15, 2023 – Dr Bea Bakshi, founder of C the Signs based in the United Kingdom has been crowned the winner of the Young Leader Award, 2023 edition, at the annual Award Ceremony which took place in New York. C the Signs is a clinical platform that uses artificial intelligence to identify patients at risk of cancer at the earliest and most curable stage of the disease.

Initiated in 2021, the Young Leader Award aims to provide young entrepreneurial leaders with support to grow their businesses and amplify their voices. The initiative has been developed as an annual international award for young entrepreneurs, aged between 20 and 40 years old, running impact driven businesses or non-for-profit organisations as founder or owner, and in which they hold an executive position.

Themed “Bettering lives”, the 2023 edition sheds a light on young entrepreneurial endeavors that support and empower under-represented communities by providing them more accessible, inclusive, and effective healthcare solutions, paving the way for a better world for future generations.

For this year’s edition, four finalists were selected last April, amongst **280 registrations** hailing from **33 countries**, all driven by a common conviction: making waves in business for a concrete impact to drive change.

Led by the North America chapter of RED CLUB x Cartier, the 2023 Young Leader Award Ceremony kicked off on June 14, 2023.

“I am thrilled to welcome the second edition of the Young Leader Award in New York and celebrate these young and passionate entrepreneurial leaders. They are a constant source of awe and inspiration”.
Walter Bolognino, CEO and President of Cartier North America.

Co-hosted by **Mercedes Abramo**, former CEO and President of Cartier North America and currently Deputy Chief Commercial Officer of Cartier International and **Walter Bolognino**, CEO and President of Cartier North America and moderated by **Jaya Venugopal**, International Talent Acquisition and Engagement Director of Cartier International, the celebration began with a pre-recorded keynote speech from **Cyrille Vigneron**, President and CEO of Cartier International, who reaffirmed the Maison’s willingness to support and amplify the efforts of the young generation of impact entrepreneurs and encouraging them to continue the quest for a more equitable world.

The ceremony then moved on to speeches and conversations involving **Giada Zhang**, CEO and Co-founder of Mulan Group and President of RED CLUB x Cartier as well as **Anthony Wilbon**, Dean of Howard University School of Business and **Jeff Reid**, Director of Georgetown University Entrepreneurship Initiative, the two academic partners of the 2023 Young Leader Award. They

collectively highlighted the social and environmental impact that the next generation of conscious leaders seeks to have on the world and pointed out the importance of accompanying them to shape the future together.

“It was an absolute honor and joy to participate in this year’s RED CLUB x Cartier Young Leader Award as an academic partner. All of the entrepreneurs have businesses that are impactful to underserved populations in so many ways across the globe. I am impressed with the passion displayed through their innovative solutions to important social problems in the health care industry. I look forward to hearing great things coming from all these young leaders and their businesses and offer congratulations to this year’s award winner”. **Anthony Wilbon**, Dean of Howard University School of Business.

“I have met a great number of young entrepreneurs in my life. I’m not sure I’ve ever seen a more impressive group than the four RED CLUB Cartier Young Leader Award finalists. The impact of their entrepreneurial leadership in their respective organizations is already mind blowing, and it leads me to be quite optimistic for the future”. **Jeff Reid**, Director of Georgetown University Entrepreneurship Initiative.

The celebration then featured the four selected finalists and concluded by **Walter Bolognino** who announced the winner of this year’s edition.

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Dr. Bea Bakshi will take home **€50.000 in grant** money and will also benefit from **international exposure, media visibility** as well as a **tailor-made mentorship programme** provided by the Young Leader Award academic partners, Georgetown University and Howard University, and **ad-hoc coaching and mentoring sessions** by RED CLUB x Cartier networks.

The 3 runners-up who were also invited to attend the Young Leader Award Ceremony in New York, will take home €10.000 in grant money and will continue their journey along the RED CLUB Community, joining it’s extended “Friends and Family” circle: **Dr. Tatiana Fofanova** (USA), Co-founder and CEO, Koda Health; **Neha Verma** (USA/India), CEO, Intelhealth and **Prabhdeep Singh** (India), Founder and CEO, Red Health.

Beyond the ceremony, RED CLUB x Cartier has organized a series of networking sessions to connect entrepreneurs with passionate changemakers as well as a RED CLUB’ strategic talk to reflect on the evolution and the roadmap of the community, which is growing whilst keeping its mission to become a platform of impactful entrepreneurs to share and bloom together.

Launched in 2019, RED CLUB x Cartier is a global membership community of audacious and successful young multicultural entrepreneurs, aged 20 to 40 years old, that aim to positively influence society.

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About Red Club:

<https://www.linkedin.com/company/redclubxcartier>

To apply to the Young Leader Award:

Please follow our RED CLUB x Cartier LinkedIn page to receive application information in due course:

<https://www.linkedin.com/company/redclubxcartier>

About Cartier

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may lie. Jewellery, high jewellery, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature.

Today, Cartier is part of the Richemont Group and has a worldwide presence through its network of flagships and boutiques, authorized retail partners, and online.

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