

**Berlin/Gütersloh: Equality Prize for
PETRA JUSTENHOVEN
MESTEMACHER PRIZE FOR THE FEMALE MANAGER OF THE
YEAR 2017 –
16th Award Ceremony (2002 to 2017)**

Petra Justenhoven, member of the management board, Head of Assurance PwC Germany, PwC Europe, is distinguished with the

MESTEMACHER PRIZE FOR THE FEMALE MANAGER OF THE YEAR

which is awarded for the 16th time this year.

“In 2017, Petra Justenhoven is distinguished with the "MESTEMACHER PRIZE FOR THE FEMALE MANAGER OF THE YEAR". In the course of her career, the strategist has been masterful at climbing the career ladder to become a top manager in the German economy and, together with her husband, who is also in a leading management position, she has also been successful at bringing up a daughter and son. Kudos! I raise my hat! To be successful at mastering the great number of different tasks, expedient action plans are needed, as well as rational decisions and actions that serve the purpose. It is quite apparent that Petra Justenhoven is able to do both: make confident decisions, before setting off on the carefully-considered path, where positive results are the anticipated result.”

Prof Dr Ulrike Detmers

Quotation by the **Federal Minister for Family Affairs, Senior Citizens, Women and Youth, Dr Katarina Barley** on the MESTEMACHER PRIZE FEMALE MANAGER OF THE YEAR Equality Prize:

**“Partnership regarding upbringing and professional success –
many mothers and fathers would like to have both. To ensure that this wish becomes reality,
we need a cultural change in the business landscape and leaders that exemplify this.”**

Already for the 16th time, Ulrike Detmers honours an exemplary top female manager in business. Detmers is the initiator of the prize for women and chairwoman of the jury.

Berlin/Gütersloh, 15 September 2017:

The award consists of the valuable silver statue OECONOMIA, 5,000 euros as prize money for social purposes and a glamorous ceremonial act with more than 300 invited guests in Grandhotel Adlon Kempinski in Berlin. Founder of the high-profile equality prize is the pumpernickel and wholemeal bakery Mestemacher, which was founded in 1871.

During the award ceremony in Hotel Adlon in Berlin, the initiator, Prof Dr Ulrike Detmers of the Mestemacher Group, honoured the laureate with the words:

“In 2013, Petra Justenhoven is the first woman to be appointed to the management board of the PricewaterhouseCoopers AG auditing company. She is a female pioneer in her scope of action. Her functional responsibility includes the auditing and consultation of international multi-corporate enterprises active in a variety of sectors, among other things in the automotive and transportation area. In addition to this, she heads the development of innovative, future-oriented solutions, with particular attention on digital topics such as big data, artificial intelligence and industry 4.0.”

Speaking to more than 300 invited guests, Detmers emphasises that Petra Justenhoven passes on her experience as a mentor to young talents. The 16th laureate was presented the valuable prize trophy **OECONOMIA**, made of high-quality sterling silver, as well as prize money in the amount of €5,000 for social purposes, in Hotel Adlon in Berlin. This part of the ceremonial act was hosted by Ulrike Detmers, together with her husband Albert Detmers.

Prize profile MESTEMACHER PRIZE FEMALE MANAGER OF THE YEAR

Mestemacher has endowed the prestigious equality prize annually since 2002. Top executive managers who are responsible for the business of a company or a corporate group are honoured.

Generally speaking, the entrepreneurial personalities engage in GmbH management activities or board activity in a joint stock company. With the prize, the founding company emphasises that women are qualified to work at an executive level. The purpose of this is to increase the share of women who lead a company with limited liability (GmbH) or who are a management board member of a joint stock company.

About Mestemacher and the Mestemacher Group

– Tradition and Innovation since 1871 –

The Mestemacher Group is a family company with a sense of tradition and a future-oriented vision. The corporate Group has specialised in pasteurised bread products that, when kept unopened, remain fresh naturally for a long period.

The classic German wholemeal breads and pumpernickel are exported to more than 80 countries worldwide. Mestemacher is a global market leader in this market niche. In the Aerzener Brot und Kuchen GmbH subsidiary, the Mestemacher Group is specialised in deep-frozen cake slices that are baked in artisan confectionery tradition, crisp breads and crisp bread snacks, baked with top-grade wholemeal flour and refined with fine ingredients.

Owner families of the Mestemacher Group are Albert and Prof Dr Ulrike Detmers as well as Fritz and Helma Detmers, each with a share of 50 %. The managing directors and owners Albert, Ulrike and Fritz, as well as numerous third-party managers do social marketing out of conviction – with Art on the Bread Box and numerous prizes for the promotion of gender equality. With its social projects, Mestemacher is the only manufacturer of bread and baked goods worldwide whose corporate culture and ethics is characterised by the integration of bread, art and equality.

Together with a modern brand identity and high-quality products, the Group's social commitment strengthens its positive perception at customers, business partners and employees.

About the Initiator

Prof Dr Ulrike Detmers initiated the MESTEMACHER PRIZE FOR THE FEMALE MANAGER OF THE YEAR in 2002. Detmers is a member of central management and speaker of the Mestemacher Group. The economics professor has been a professor for business administration since 1994 in the faculty of business and health at Bielefeld University of Applied Science. She has been working part-time for a number of years. The campaigner for women's rights has been championing gender equality in business for more than 20 years.

What requirement specifications are to be satisfied by the prize winner?

The FEMALE MANAGER OF THE YEAR is characterised by outstanding performance as a managing director or member of an executive management board. The prize winner supports women in climbing the career ladder and promotes the concept of a work-life balance.

Which philosophy is behind the MESTEMACHER PREIS FEMALE MANAGER OF THE YEAR?

This prize is aligned to the principles of gender mainstreaming. Both at a European level and in federal politics of the Federal Republic of Germany, gender mainstreaming is aligned to the systematic involvement of both genders in the organisation of all structural fields of human existence. In particular, it is about promoting gender equality when it comes to filling top-ranked positions in politics and business.

Who is in the selection committee?

ANGELA WISKEN – Speaker of the executive board of the dfv media group in Frankfurt am Main

BARBARA ULREICH – Managing director of “Hessischer Dachverband Weiterbildung Hessen e.V.“ (Hessian Umbrella Association for Further Education Hessen e.V.).

DR MARGARITA TCHOUVAKHINA – Vice President Knowledge Management in “Deutsche Entwicklungsgesellschaft” (DEG) (German Development Company)

GABRIELE FÖRSTER – Publishing manager of Westfalen-Blatt, Vereinigte Zeitungsverlage GmbH. Managing director Panorama, Print & Picture, Busse publishing house, BusseCollection Bielefeld

ANDREA STEGEN – Managing partner of the DeWi Back Group

PROF DR ULRIKE DETMERS – Initiator and chairwoman of the selection panel

The selection panel consists of the respective laureates of the previous years.

Questions pertaining to the Mestemacher Group and MESTEMACHER PRIZE FEMALE MANAGER OF THE YEAR are answered by the initiator of the equality prize:

Prof Dr Ulrike Detmers

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