

# SANDRA-STELLA TRIEBL

Lic.Phil. I

Journalism, Biology, and Political Science  
at the University of Zurich

**“Queen of Networking”, Kindness Economist,  
Entrepreneur, Board Member, and Herbalist**

**Editor-in-Chief & Founder**

Ladies Drive

**President & Founder**

The League of Leading Ladies

**President of the Jury & Founder**

Female Innovation Forum

LinkedIn with over 19,000 followers,  
Reach per post up to 50,000 views



[www.linkedin.com/in/sandrastellatriebl](http://www.linkedin.com/in/sandrastellatriebl)

Facebook with 9,000 followers  
(cumulative Ladies Drive & private account)



[www.facebook.com/ladiesdrivemagazin](http://www.facebook.com/ladiesdrivemagazin)  
[www.facebook.com/ladiesdrive](http://www.facebook.com/ladiesdrive)

Instagram with nearly 6,000 followers  
(cumulative Ladies Drive & private account)



[www.instagram.com/ladiesdrive](http://www.instagram.com/ladiesdrive)  
[www.instagram.com/sandrastellatriebl](http://www.instagram.com/sandrastellatriebl)



[tiktok.com/@ladiesdrive](https://tiktok.com/@ladiesdrive)



Holistic Health Podcast on Spotify, Apple Audio,  
all podcast platforms, and YouTube

Collaboration and Partnership:



**+41 79 480 19 85** (also via WhatsApp)

or by email: [sst@swissladiesdrive.com](mailto:sst@swissladiesdrive.com)

Ladies Drive has built a community since 2007 that is deeply rooted in trust and credibility. This is a gift and a valuable asset for us. Accordingly, we review all booking requests individually to ensure they align with our values. We kindly ask for your understanding.



# SANDRA-STELLA TRIEBL

Entrepreneur, Visionary, and “Queen of Networking”

Ladies Drive Bargesprache Vol. 73:  
Social Entrepreneur Tabea Oppliger  
on Compassion Instead of Pity



**Sandra-Stella Triebel** (born 1973) began her media career at the age of 15, working for outlets such as Hochrhein Antenne 3 (Germany), Radio Argovia (Switzerland), and Swiss Television. She studied Communication Sciences, Biology, and Politics at the University of Zurich, where she wrote her master's thesis on the “Perception of Gene Technology Applications Influenced by Mass Media.”

Her professional journey includes roles in the global PR department of Zurich Financial Services and as project manager for the Aargau Government's “200 Years of Aargau” initiative in 2003. In 2004, she founded her first company, followed by the establishment of **Swiss Ladies Drive GmbH** in 2007. Sandra-Stella is the CEO of the publishing house, Editor-in-Chief of **Ladies Drive magazine**, President of the **League of Leading Ladies**, and Chair of the jury at the **Female Innovation Forum**, which she also founded.

In 2008, she was awarded the **Special Recognition Award (Innovation Prize)** by EUWIIN for launching Ladies Drive magazine. Her first non-fiction book, “**Mein Boss die Schlampe**” (My Boss the Bitch), published in 2020, was a bestseller with the first edition selling out within weeks. Since 2023, she has also served as a board member of an investment company.

Sandra-Stella identifies as a “**Kindness Economist**” and is dedicated to fostering sustainable and authentic relationships that last a lifetime. Media outlets have long recognized her as the “**Queen of Networking**” and one of the most well-connected women in Switzerland. Her driving force is her **Business Sisterhood**, where she connects women across generations and industries, amplifies their visibility, and celebrates their successes.

Outside of her professional roles, Sandra-Stella lives in the Appenzell region, where she is deeply committed to holistic health, prevention, and longevity. As a trained herbalist, she advocates for a comprehensive approach to well-being.

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## MY VALUES

- ✓ Transparency
- ✓ Sustainability
- ✓ Credibility

## CORE TOPICS

**Keynotes, posts, moderations:**

- Kindness Economy
- Entrepreneurship
- Holistic Health
- Female Shift & Womenomics
- Networks & Community Building
- Emotional Communication



# FEATURES

Coverstory, m&k 2021

About Expansion into China, St.Galler Tagblatt 2021

Portrait „Most Successful Publisher in Switzerland“, Basler Zeitung



Portrait, Female Founders Book



Interview, Unternehmer Zeitung



Audience Choice Leader 2020, Handelszeitung



WHO IS WHO, Bilanz 2021

