



OCTOBER, 2019

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COMMUNITY HIGHLIGHT OF THE MONTH

PWN Global Gender Balanced Leadership Awards 2019 **October 10th, 2019, Dublin, Intercontinental Hotel**

Leading lights in the global business world gathered at the end of last week for the Inaugural PWN Global Gender Balanced Leadership Awards in Dublin.

The Awards attracted more than 100 nominations from organizations and individuals around the world, including Portugal, France, Italy, Germany, Ireland, Spain, Switzerland, Turkey, United Kingdom, and the United States. Submissions were registered by big companies and small companies, multinationals, state agencies, academia, professional services sector – genuinely representing the breadth of gender balanced leadership activity.

Award categories included Best Company; Best CEO; Best Employee Network; Excellence in Women's Empowerment; Young Gender Balanced Leader of the Year; Manbassador of the Year, and Lifelong Achievement Award.

The highlight of the evening for the PWN Romania community was the PWN Member of the Year Category, which this year has been awarded to our President Virginia Otel.

Visit the [PWN Global Gender Balanced Leadership Awards website](#) for a complete list of Finalists by category.

A short presentation movie is accessible [here](#). Photos from the event are accessible [here](#).

#WOMENOFPWNROMANIA



GEORGETA DENDRINO,
Executive Coach, Managing Director, Interact Business
Communications, Global VP of Mentoring, PWN

➤ **Most proud of**

One thing I'm most proud of is the fact that, 22 years after our first course, Interact is one of the most relevant leadership development companies in Romania. I've also launched a unique program, Journey to Your Inner Self, designed for senior executives, experienced managers or key talents who prepare to take a new role. Essentially, the program consists of a 3-day trip to Delphi (Greece) meant to replicate real life

situations that help leaders become aware of their own behaviors and practices that affect the performance of people and organizations.

My preoccupation with leadership also reflected in my research paper for my Master's degree in Coaching and Consulting for Change, at INSEAD: "What keeps executives awake at night?".

I am a member of the board of AVE (Association for Values in Education) because I am a strong believer in education as the driving force of a society; that's why many of my projects have been pro-bono and I see them as an investment in the future leaders of Romania.

I've also had articles in several business magazines (Cariere, Manager Express, Forbes, Business24, The Woman, Capital) and it's always a pleasure to contribute.

➤ **My PWN Contribution**

I am a mentor, angel and the Global Mentoring VP. I have also been helping the community expand by bringing new members.

➤ **Looking for in the PWN community**

Support in implementing a global mentoring program. Networking, openness in developing new business opportunities. Knowledge sharing.



HANAAN YASEEN
Strategy and Business Planning Executive
PRO TV

➤ **Most proud of**

Achieving to contribute to the financial academic literature by publishing articles in Corporate Finance and Economics Journals during my PhD, while being also fulltime employee in challenging and dynamic roles. I started my PhD while being Consultant in one of the biggest consulting firms in the world and I am

going to finalize it while being Strategy and Business Planning Executive in the leading firm in media and entertainment industry in CEE. Also, I am proud of being accepted to present a part of my research results within one of the largest conferences in Europe in June 2019 - 30th EUROPEAN CONFERENCE ON OPERATIONAL RESEARCH. The main purpose of the study is to create the best forecasting models for financial decisions using machine-learning approaches by

taking also into consideration socio-cultural aspects on top of the usual and well-known financial indicators.

In addition, I am proud of having the opportunity to learn and to be inspired by the best people and professionals I have around me every day.

➤ **My PWN Contribution**

I was part of the team who conducted the study regarding the Women on Boards in Romania. The main purpose of the study was to provide first census of gender balance on Romanian boards, and to raise awareness on the major long-term financial benefits for companies in which the representation of women and man on boards is balanced.

I performed the data analysis and developed the empirical study to see if there is a correlation between the share of women on boards and the financial performance of the company in Romania. Also, I contributed to provide the scientific and practical arguments to motivate, support and promote as many professional women as possible in their careers. There was no other study conducted in Romania by that time. The study can be found [here](#).

➤ **Looking for in the PWN community**

Inspiration, professional development, knowledge sharing and networking.

*If you want to be featured in this campaign, please send **a maximum 500-words** text answering the questions below, and **a separate, good resolution photo (min 2 MB) in .jpg format** at membership@pwnromania.net.*

- *Name, title, company*
- *Most proud of... [professional/ personal achievement]*
- *My PWN Contribution...*
- *Looking for in the PWN community...*

PWN SUPPORTER OF THE MONTH



OVIDIU DIMBEAN-CRETA
Rector, Professor of Finance, Ph.D.
ASEBUSS Romanian-American Business School

➤ **My gender balance story**

After founding ASEBUSS Business School in 1993 at USAID's initiative, together with a group of professors from ASE, I was tempted and invited to come back in business, as I already was a junior banker.

1. So, ING Bank didn't convince me enough at that time, thus I chose Eli Lilly (a pharma US giant) – actually, one of my EMBA students recruited me there. He was a strong model of leader, that inspired many of our colleagues in the Romanian affiliate, but also on a regional basis of the corporation. Many of them eventually became Country Managers for other pharma businesses in Romania, but I couldn't have imagined, back in 1995, that Lilly Romania would be headed in just 4 years, meaning 1999, by a woman! And she was very successful on continuation, not only because she had also graduated ASEBUSS 😊

2. One other business adventure of mine was Arctic, where I was part of the executive team that sold the company to Turkish group Arcelik, part of the Koc Holding. I had a colleague in the top management, a young lady, very professional Chief of Marketing and Sales, whom the new Arcelik management wanted to replace with a Turkish person. But the Romanian lady was so good, that not only she kept her position, but in 5 to 10 years' time became General Manager of Arctic in Romania, then Regional Manager and finally, Marketing Director for the Arcelik Group in Istanbul. A young Romanian lady managing a manufacturing facility in Gaesti and a large male-dominated business in Romania and under Turkish ownership? YES, why not?

3. For more than 25 years I'm looked at gender balance in our classes at ASEBUSS, year after year, and I'm the happiest professor when that balance is higher than 60/40 😊.

➤ **My PWN Contribution**

I am at the third round of the Mentorship Program, where I had the honor and joy to be invited a few years ago as Mentor. I am initially the choice of many ladies probably because of my finance background but we don't exclusively discuss about finance and/or business, but about people, business/life balance, relationships, communications. The most important assets of any company are people going home tonight to their families 🤗

I happily attend workshops organized by PWN Romania, both as a speaker and as an active participant, since I'm learning a lot from everybody's experience, mentors and mentees altogether! Thank you.

➤ **Call to action**

I use PWN Romania as an example of organization in our Alumni Association of ASEBUSS. I congratulate all the people involved and especially the ladies in the Board, for their work and dedication, their time and giving attitude towards younger generations, and also the young ladies for their interest and curiosity, model-forming attitude and openness.

I strongly encourage anybody interested in doing the above to join efforts and time for giving back and for continuously learning from each other.

TIPS & TRICKS FOR GETTING THE BEST OF THE PWN GLOBAL PLATFORM

1. **CONNECT** - You can access the profiles of all our community members (premium members) and join their network. Login into the Members Area, and Get Networking.

<https://pwnglobal.net/get-networking.html>

2. **SCHEDULE YOUR AGENDA** - Stay updated with the upcoming events by accessing the global PWN calendar at <https://pwnglobal.net/members-home.html>

3. **GET INFORMED** - See the latest PWN news and research at <https://pwnglobal.net/knowledge-hub/whats-new.html> (or by scrolling down to the bottom of the Welcome to the members area, SEE WHAT'S HOT).

This month we recommend you "How to manage your workload and avoid burnout".

4. **LEARN** - Register and watch the PWN webinars at <https://pwnglobal.net/knowledge-hub/pwn-publications/webinars/758:complex-problem-solving.html> (or login to Members Area / scroll down to SEE WHAT'S HOT and on the next page you select WEBINARS AND PUBLICATIONS).

COMING UP EVENTS

Community Events

Bucharest, October 22 – Women on Boards Academy – Competencies Lab for Board Members with Mrs. Carmen Neagu and Mrs. Ana Maria Mihaescu. Event [page](#).

Bucharest, October 30 - Entrepreneurship WGT for MC & 5 OCT (o'clock tea) on "The Art of Perfumes: how to choose and enjoy a fragrance" – at the Perfume Museum; details to follow.

Bucharest, November 12 – Women on Boards Academy – Competencies Lab for Board Members with Mrs. Simona Fatu, Mrs. Magdalena Manea and Mrs. Alina Cobuz. Event [page](#).

Bucharest, December 3 - Women on Boards Academy – Competencies Lab for Board Members with Mrs. Luiza Muller and Mrs. Madeline Alexander. Event [page](#).

All PWN events are available online at the [PWN Calendar](#).

Partner Events

Bucharest, October 15 - Romania Insider Awards Gala, 2019. PWN Romania members benefit from a 10% discount of the standard participation fee. When registering, please use the special discount code PWN10 [here](#).

Bucharest, October 19 – Together for Women's Safety March (Marșul „Împreună Pentru Siguranța Femeilor!"), an event organized by Centrul FILIA. Details [here](#).

Bucharest, October 29 – Mazars Romania - Breakfast invitation: Corporate Governance: Building Trust or Compliance Burden? Details [here](#). Three (3) invitations still available for PWN Romania members, RSVP at office@pwnromania.net by October 18.

Bucharest, October 30 – HR Club - HRSmART Conference. Details [here](#). PWN members benefit from a 10% discount on HR Club non-member fees (see details at the Participation Fee section of the event webpage).

REVISITING PREVIOUS COMMUNITY EVENTS

Bucharest, September 16 – Home, smart women/smart decisions Master Class delivered by Imoteca – The Residential Experts. Photos [here](#).

Bucharest, September 26 - Leadership Inspiring evening with Georgina Baker, Vice President, International Finance Corporation. Photos [here](#).

Dublin, October 10 - PWN Global Gender Balanced Leadership Awards 2019. Photos [here](#) and video [here](#).