



DECEMBER, 2019

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WRAPPING UP 2019 – A COMMUNITY RETROSPECTIVE

2019 bore the sign of international recognition, as more PWN Romania members have taken an active role in representing our community at global level, with professionalism and commitment. This June, **Georgeta Dendrino** took over the VP Mentoring mandate of the newly elected PWN Global Federation Board. The rigorous global nominations process has been professionally managed by PWN Romania VP Membership Experience **Carmen Micu**, as Chair of the Nomination Committee. On October 10, at the Inaugural PWN Global Gender Balanced Leadership Awards in Dublin, **Virginia Otel** received the PWN Member of the Year Award, as recognition for her leading roles in Mentoring, Women on Boards, Engaging Men, and subsequently as President of PWN Romania.

As we feel the greatest gratitude and pride for our amazing ladies, we look forward to the opportunities to come and invite other members to confidently take a step forward for an active role in our global community.

2019, in retrospective, unfolded like this:

January

Jan 30 - The first “Next generation of female leaders” seminar on “Liabilities of members in management bodies” with Madalina Paisa, coordinator of the M&A, and company’s law department of Mitel & Asociatii Law Firm.

February

Feb 11 – The first Mentoring workshop of 2019, about The Power of Positivism with guest and mentoring angel Dr. Petra Müller-Demary – Founder of Solutionsurfers Romania.

Feb 27 - The second "Next generation of female leaders" seminar on "Insurance of members in management bodies", with Antoaneta Nedelciu, Financial and Professional Lines Practice Leader with Marsh Romania.

March

Mar 1 – The Joint Martisor Networking Breakfast with AmCham SHE Leaders, honored by the presence of HRH Princess Maria of Romania, Board Member of Princess Margareta of Romania Foundation.

Mar 6 - The first meeting of the Entrepreneurship Pillar - Women Get Together for Morning Coffee (WGT for MC) series, on online marketing with Lala Crizbasianu, digital strategist with Online Hub.

Mar 12 - Leadership Inspiring Moments with Tatiana Proskuryakova, Country Manager Romania & Hungary, World Bank.

Mar 19 - Engaging Men with His Excellence Hans Klemm, US Ambassador to Romania.

Mar 26 – The third "Next generation of female leaders" seminar on "Personal Leadership Design", with guest speaker Antoneta Banu.

April

Apr 1 - The closing ceremony of the 5th Mentoring Program, with guest speaker and Mentor Maria Tudor, Chief Media Officer and BizDev Lead, Publicis Groupe CEE.

Apr 3 - Entrepreneurship WGT for MC on "Dress for Success", with Stefania Bulboaca – CHOICES Custom Made and Ready-to-Wear and Maria Dermengiu – Marie Nouvelle Design Company.

Apr 4 - Leadership Inspiring Moments with Mariana Gheorghe, one of the most inspiring and successful Romanian women leaders.

Apr 12 – Welcoming cocktail for the PWN Paris colleagues, honoured by the presence of H.E. Michèle Ramis, Ambassador of France to Romania.

Apr 17 – Entrepreneurship WGT for MC on "Coaching for Success" with Ovidiu Toader, business coach and entrepreneur

Apr 22 – PWN Romania – 2019 Annual General Meeting

Apr 24 - Inspiring Evening for Mind and Soul with Daniela Lucia Nistor, international inspirational speaker and writer, on the Feminine Archetypes and how they influence our behaviour.

May

May 13 - The official launch of the 6th edition of the PWN Romania Mentoring program.

May 16 – Entrepreneurship WGT for MC with Antoaneta Banu, on how talking to the media helps our businesses and personal brands.

May 16 – President Virginia Otel answered Accor Group's invitation to join as speaker at its Annual RiiSE Eastern Europe Event. Virginia presented the Gender Balance Economic Arguments, based on PWN Romania research at Board level within companies, while also gaining valuable insight from the Accor Group leadership and special guest Maud Bailly, Chief Digital Officer Accor & Global Co-Ambassador RiiSE.

May 27 - Mentoring Golden Guidelines meeting to kick start the new Mentoring program.

June

Jun 5 – Mentoring Wizard of Words workshop with Ana Maria Gergely, founder of Wizard of Words.

Jun 13 - President Virginia Otel and VP Partnerships Madalina Radulescu joined the Eugen Ionescu Scholars Day at the Cotroceni Palace, a traditional event taking place every year for the past 12 years, as part of the Eugen Ionescu Scholarship Program. Our colleagues presented the Museum of Remarkable Women project to a distinguished audience hosted by Presidential Advisor Sergiu Nistor, Special Representative of the President of Romania for Francophonie.

Jun 24 - Interactive workshop about Neuroscience in Management with Magda Niculescu - executive coach and business consultant.

July

Jul 1 - Leadership and Gender Equality Challenges, lunch-talk and networking with Her Excellency Mrs. Stella Ronner-Grubačić, the Ambassador of Netherlands to Romania.

Jul 10 – 11 – Member Carmen Petcu spoke about the Remarkable Women of Romania at the Brasov-held conference “Assises de la Langue Francaise - la Francophonie dans Tous Ses Etats”, at the Transylvania Brasov University.

Jul 19 – PWN Romania’s Annual Garden Party, celebrating the PWN Brand and colours.

September

Sep 16 – Master class in Real Estate delivered by Imoteca - The Residential Experts.

Sep 26 - Leadership Inspiring evening with Georgina Baker, Vice President, International Finance Corporation, on the occasion of her visit in Romania.

October

Oct 10 - The Inaugural PWN Global Gender Balanced Leadership Awards in Dublin, attracting nominations from big companies and small companies, multinationals, state agencies, academia, professional services sector – genuinely the breadth of gender balanced leadership activity. **Watch the Awards movie [here](#) and [Save the Date for the 2020 edition – November 12, Dublin.](#)**

Oct 16 – President Virginia Otel was invited as speaker at the European Investment Bank Conference on Access to Finance for Female Entrepreneurs in Romania – Creating the Opportunity.

Oct 22 – The first workshop of the Women on Boards Competencies Lab for Board Members, on Ethical Attitude and Being Professional, with guest speakers Ana Maria Mihaescu and Carmen Neagu.

Oct 30 - Entrepreneurship WGT for 5 O’Clock Tea on “The Art of Perfumes: how to choose and enjoy a fragrance”, hosted by the Beautik Haut Parfumerie – The Museum of Perfumes.

Oct 31 - VP Entrepreneurship, Ioana Rentea, spoke about the PWN România spirit and the Toolkit for Women Entrepreneurs live on Adevarul Financiar.

November

Nov 6 – Launch of the new edition of the Toolkit for Women Entrepreneurs, with the Business Strategy module presented by Professor, Ph.D. Lavinia Rasca of ASEBUSS.

Nov 12 - The second workshop of the Women on Boards Competencies Lab for Board Members, on Mentality and State of Mind, Being Performance-Oriented, Being Independent and Awareness of self, with Simona Fatu, Magdalena Manea and Alina Cobuz.

Nov 13 – Entrepreneurship Toolkit for Women Entrepreneurs – Business Management module, with Madalina Radulescu, Managing Partner Fun Training.

Nov 20 - Entrepreneurship Toolkit for Women Entrepreneurs – Business Plan module, with business consultant Alina Scaunas.

Nov 26 - Inspiring evening with Otilia Ciotau, Senior Portfolio Manager at World Bank and the first Romanian lady that climbed the Everest.

Nov 27 - Entrepreneurship Toolkit for Women Entrepreneurs – Legal module, with Cristiana Fernbach, Partner with KPMG Legal.

December

Dec 3 – The third workshop of the Women on Boards Competencies Lab for Board Members, on Skills, Strategic Thinking and Analysis, and Use of information, with guest speakers Luiza Muller and Madeline Alexander.

Dec 4 - Mentoring Café with guest and mentoring angel Dr. Petra Müller-Demary – Founder of Solutionsurfers Romania.

Dec 4 - Entrepreneurship Toolkit for Women Entrepreneurs – Finance module, with VP Finance Vali Zeller, Partner of Zeller IBC.

Dec 11 – The traditional PWN Romania Christmas Party celebrating that we are Strong Together, and our Community is Family.

Dec 18 - Entrepreneurship Toolkit for Women Entrepreneurs – Sales module, with Emilia Marinescu, founder of EMEX Romania.

The Board of PWN Romania has held monthly meetings in 2019, discussing the strategy of the association and its implementation. The programs and events of the association have been also discussed upon and agreed during the Board meetings. The Board has also taken necessary steps and organized the above-mentioned events.

The members of the Board also volunteered to continue the work for the Women’s Museum of Romania.

As always, we are grateful to all partners, volunteers and friends for their support, either financial, in kind, or by acting as ambassadors for our mission.

With the promise of an exciting 2020 ahead, we wish all of you a Happy New Year!

Warm regards,

The Board of PWN Romania

#WOMENOFPNROMANIA



**LUIZA MÜLLER,
HR DIRECTOR, ORANGE ROMANIA**

➤ **Most proud of**

I am proud of many things that I’ve done in my personal and professional life. But, most of all, I am proud of the way I have raised my kids and of what they have become. I am proud that they are responsible, reliable, hardworking, humble, free and extremely passionate about the careers they have chosen – music and theatre. I am proud that I had the courage to make a huge step in my career, from Finance – an area in which I have worked for 32 years – to HR. I have discovered that being naturally closed to people, this new job suited me like a silken glove. I love what I’m doing and I wake up every morning filled

with energy and optimism. I am also proud to be actively involved in different pro bono programs and projects, like the Capital Filles – a mentorship program for young ladies students in the senior year in high school (I have been a mentor since 2015); AVE (the Association for Values in Education), where this year I will be mentor/coach for a school principal; also, since 2017 I have been a member of the Advisory Board of Entrepreneurship Academy – the only entrepreneurship university in Romania. I strongly believe that education is the driver of the economy and the only answer for a healthy society. And I strongly believe that it is the time for me to give back to society and to change things as much as I can.

➤ **My PWN Contribution**

I have been a mentor since 2015, being involved now in the fourth round of mentorship. I am currently accompanying the fifth young lady in her professional and personal journey. I’ve remained in touch with all my mentees and we often meet and share good or less good things that happened in our lives. I am supporting also, as much as I can, other pillars of PWN Romania, like the Women on Board programs.

➤ **Looking for in the PWN community**

Networking, ideas and experience sharing, life stories, being part of a strong and wonderful community.



**DR PETRA MÜLLER-DEMARY,
FOUNDER SOLUTIONSURFERS ROMANIA**

➤ **Most proud of**

I decided to live a joyful life. And I do! That may sound strange because of course I also face my failures, go through ups and downs, get ill, lose friends. All the things life throws at us. I just learned how to deal with them in a better, in a solution-focused way. Being a coach has helped me a lot to develop a positive and solution-focused mindset. To be clearer on what is really important for me, be aware of my resources and grateful for what I have, live authentic and true to myself and communicate better with others. 2013 I founded SolutionSurfers Romania – an

international accredited coaching school and consultancy company. Since then I have trained hundreds of people, managers, teams in how to communicate, work and live in a more solution-focused way. When I organized the first international SOL conference in Bucharest, in 2010, out of 120 participants only 5 were from Romania 😞 (more than 20 came from Japan 😊). On the SOL conference “Doing more with less effort” we organized 2018 in Timisoara, 50% of the 150 participants were from Romania and several were presenters on stage.

➤ **My PWN Contribution**

I am one of the Mentoring Angels who set up the PWN mentoring program. We organize events and support the mentor – mentees in their mentoring journey.

➤ **Looking for in the PWN community**

Learning, sharing, networking, connection and mutual support.

*If you want to be featured in the #WomenOfPWNRomania 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...*

MEET THE PWN ROMANIA BOARD



CARMEN MICU

**VP Membership Experience PWN Romania,
Chair Nomination Committee PWN Global,
Founding & Board Member ENVISIA Boards of Elite**

➤ **My PWN Journey...**

I joined PWN Romania at its very inception, in November 2011; I believed from the very beginning in its Mission and wholeheartedly supported the association as a mentor in the first Mentoring Programme, in 2012-2013; I supported the Entrepreneurship pillar in “Trusa de Instrumente” in 2014; I was a lecturer in the Women on Boards Academy Pilot Programme in 2016-2017. Since 2016 I am acting as Vice-President Membership Experience in PWN Romania’s Board, and in March 2019 I took over as Chair of the PWN Global Nomination Committee.

➤ **Most treasured PWN value and the story behind it.**

Women as A Force for Change. I have witnessed the organization through its first years, starting as a group of 40 professional women, united by the same vision, and growing steadily to an extended community of over 320 members. There is more than one story behind it. There are at least 3 stories for each pillar (Entrepreneurship / Women on Boards / Mentoring) that was being built over the years by my colleagues, one for each programme that was initiated and developed, one with each task force for every event. Because all the women involved in all these activities were bringing to the process their passion and their will to succeed, to help other women. There are lots of stories that belong to the entire organization and most of them are not known. We are all volunteers, regardless regular member or board member, and the organization thrives only through our direct efforts, time and energy investments. We are all here to give our contribution to the benefit of our association - Advancing Women in Leadership. Last but not least, one project that brings joy to my heart (and not only to mine) is the Museum of Remarkable Women of Romania. An overarching project that pays back into everything that we, as an organization supporting women in leadership positions, stand for.

➤ **Most proud of**

My colleagues, our PWN Board team, and all that we managed to accomplish over the past (almost) 4 years. I do not look at my contribution as a legacy, but more as an attitude to pass over. We all have something to give and we all can help when needed – enough to want that, and we can make a difference, we can shift perceptions, we can make things happen. It takes just a bit of attention placed on our awareness of life – and then... just doing it, the Change is there.

➤ **Call to action for the community**

Meditate on your potentialities and volunteer within any of the pillars – we have so many projects that need support, including the Marketing, Legal and Financial activities, and last but not least within the Membership Experience Task Force. We all need support to make things happen within our association, to the benefit of our membership.

REVISITING PREVIOUS COMMUNITY EVENTS

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

Bucharest, November 26 – An inspiring evening with Otilia Ciotau, Senior Portfolio Manager at World Bank and the first Romanian lady that climbed the Everest.

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

Bucharest December 4 – Mentoring Café with mentoring angel Dr. Petra Müller-Demary. Photos [page](#).

We kindly remind you that all PWN events are announced online in the [PWN Calendar](#).