



FEBRUARY, 2020

- [Community Highlight of the month](#)
- [PWN Supporter of the month](#)
- [#WOMENOFWNROMANIA](#)
- [Coming up events](#)
- [Revisiting previous events](#)

## COMMUNITY HIGHLIGHTS OF THE MONTH

### **The Museum of Remarkable Women Gets International Awareness**

**The project embarks a promotional tour through Romanian embassies in Francophone countries**

The Museum of Remarkable Women and the efforts of the volunteers' team that has been working on this pioneering project for the past 2 year got a great boost of recognition and credit following the recent partnership with the Romanian Ministry of Foreign Affairs.

As the world celebrates 50 years of Francophonie this year, our project will be center stage at high-level diplomatic events to be organized at Romanian embassies in Francophone EU countries, over the following weeks. While we present the Romanian women in our history that have had strong ties with the world of Francophonie, we also take the chance to present the entire project in front of most distinguished audiences around Europe and create awareness ahead of the Museum's official launch, this year.

The first event of the series takes place in Paris. On March 4, the Romanian Ministry of External Affairs and PWN Romania will organize an evening dedicated to celebrating francophone women at the Romania Embassy in Paris, on the occasion of "International Women's Day" and as part of the Cinquantenaire de la Francophonie. H.E. Luca Niculescu, Ambassador of Romania to France, will honor us with the welcoming speech and will moderate the panel on women's role in contemporary society. Jarka Houssin, PWN Paris Board member, will be part of this panel, alongside other francophone women. President Virginia Otel will deliver a presentation about Professional Women's Network, while Carmen Petcu, coordinator of the project, will present the Museum of Remarkable Women in Romania. PWN Paris colleagues have been invited at the event.

Our Partners from the MAE are telling us that there are already several other embassies interested in promoting our project and include our videos in various celebration events, including Rome, Seville, Lisbon, Miami, and, most recently the Hague and Islamabad.

This is, first and foremost, the recognition for the hundreds of hours of work and energy that our passionate volunteers have been putting into this project! Well done, ladies, together we are writing history!

### **PWN SUPPORTER OF THE MONTH**



#### **ANDREIA RADU**

**REGIONAL BUSINESS LEADER - PRINCIPAL INVESTMENT OFFICER  
IFC - WORLD BANK GROUP**

#### ➤ **My gender balance story**

While working for various financial markets players I have been WOW-ed by several inspirational professional women. Whenever possible I reached out to and learnt from women I was inspired of. I found more senior informal mentors (who became good friends over time) but I have gratefully practiced reverse mentoring, too. For me the most important lessons learnt over the years were about how much people can achieve by “walking the talk”, taking a lot on their shoulders to help their teams, exceeding expectations by thinking outside the box and doing these with outstanding soft skills - the so-called people skills ranking first.

#### ➤ **My PWN Contribution**

Networking is an extremely powerful tool that women do not use enough. Whenever I notice talented, inspirational people I’m volunteering to help, sometimes coming up with ideas because I have always loved to put people in contact. It has been the case of PWN Romania, where the board members put a lot of passion and effort in shaping up wonderful events, promoting women on boards and actively supporting their career path. I like to think of myself as a supporter, a facilitator... most of the times an unsolicited one (but I have learnt “Super-connector” is an actual job title these days so it may be an alternative career path :). My contribution to PWN has been related to Corporate Governance training delivered by IFC regional specialist, inviting/ suggesting speakers and/ or events, encouraging talented women to join the network, hosting PWN events at the World Bank premises, etc. All these made me get the ‘PWN angel’ award. It really represented a great honor and joy for me as I’m very grateful for the friendship of the PWN members and hopeful that we can do more together, too.

#### ➤ **Call to action**

Several years ago, a manager wrote in my yearly evaluation: “She never gives up.” I immediately knew it was a two cuts sword, but it did not change my way of being. Whenever voicing my concerns or fighting for my ideas / projects I actively do it and I do act wholeheartedly. We all need to stay true to ourselves, our values and openly point out our views to defend what we strongly believe in. Although criticism is difficult to share it is so necessary to improve products, processes and influence people’s behaviors. Stay tight and assertive in defending your opinions. In the day-to-day work it’s critical to be a solid professional but it is equally important to have people skills in

order to get recognition of your talents within the team and also beyond your immediate management. Last but not least, beyond everything, try to remember what Beethoven said and act accordingly in your professional journey: “I do not know any other sign of superiority but kindness”.

## #WOMENOFPNROMANIA



### **DANIELA NEMOIANU**

**SENIOR PARTNER, NEMOIANU CONSULTING TAX LAW**

#### ➤ **MOST PROUD OF**

With 20 years of experience in business and management consulting at KPMG in Romania and Central and Eastern Europe, I participated in hundreds of large transactions, which included greenfield investments, large privatizations and public sector projects. My experience covers risk management, corporate finance, regulatory

consulting and management, specializing in financial services, infrastructure, public sector and energy. For the past three years I have been running my own business advisory practice. I am also a member of the Supervisory Board of Erste BCR since 2019. I love being involved in community projects, especially those dedicated to education, the business environment and environmental protection, being a member of the Board of Directors of AmCham Romania and Teach for Romania.

#### ➤ **MY PWN CONTRIBUTION**

For the past four years, I have been one of the enthusiastic contributors of the successful Mentoring program of PWN Romania. Also, I have supported some of the events organized by our heartfelt community, with one of the highlights on March 1 last year - 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.

#### ➤ **LOOKING FOR IN THE PWN COMMUNITY**

I believe that together we make the impossible possible. I wish that PWN's impact expands nationwide and I intend to participate in the development of the extremely valuable initiatives related to women's role in corporate governance - Women on Boards, but also to the recognition of identity role models through the large-scale project of the Museum of Remarkable Women in Romania's history.



**BIANCA IOAN**  
**MARKETING & SALES DIRECTOR, ASEBUSS**  
**BUSINESS SCHOOL**  
**FOUNDING MEMBER OF PWN ROMANIA**

➤ **MOST PROUD OF**

When I look back at my 20+ years of work experience I am mostly proud of the contribution to building powerful communities by initiating or supporting the successful launch of various programs, projects, associations as well as other meaningful initiatives on the market. I would highlight starting the Center for International Business Education and Research in Bucharest in 2011, being part of the working team

who launched an MBA program focused on entrepreneurial mindset in 2013, and being a Founding Member for 2 associations with vibrant communities: PWN Romania in 2011 and Business Club (powered by) ASEBUSS in 2019.

➤ **MY PWN CONTRIBUTION**

In spring of 2011 I said yes to supporting an event dedicated to women - an initiative of an experienced HR at a multinational technology company at that time, later on a dear friend, Adina Bigas. I was impressed by high-level remarkable women speakers invited and the impact their key messages about women leadership had on the audience. Inspired by this, few months later I enthusiastically teamed up with 9 other ladies and became one of the Founding Members team that set up Professional Women Network association and launched the Romanian chapter at the end of 2011. Between 2011-2013 I was in the Board and supported the organization in the VP Networking role being in charge with expanding the membership for the association, as well as being involved in meetings of Entrepreneurship and Mentoring Pillars. It's both rewarding and impressive to acknowledge the outstanding development of PWN Romania in the following years as a result of the dedication and the volunteer contribution of the following PWN Romania Boards as well as the members' support.

➤ **LOOKING FOR IN THE PWN COMMUNITY**

Knowledge sharing, networking with experienced women professionals, access to information, ideas and expertise of both national and international speakers, joining efforts to change beliefs in the society overall.

**COMING UP EVENTS**

**Community Events**

**Bucharest, February 26** – Closing ceremony of the Mentoring program. Event [page](#).

**Paris, March 4** – The Romanian Ministry of External Affairs and PWN Romania organize an evening dedicated to celebrating francophone women on March 4, at the Romania Embassy in Paris, on the occasion of "International Women's Day" and as part of the Cinquantenaire de la Francophonie. On this occasion, President Virginia Otel will deliver a presentation about the PWN community, and Carmen Petcu will present the Digital Museum of Remarkable Women in Romania. Event [page](#).

**Bucharest, March 6** – Roundtable on Gender Equality Policies in French companies, at the Embassy of France in Romania. Event [page](#).

Save the Dates for the following Women on Boards Academy Competencies Lab meetings: March 17 and April 7.

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

## Partner Events

**Bucharest, March 7** - TEDxBucharestSalon 2020: Women March Together at the Pallady Auditorium. As part of the partnership, PWN Romania members benefit from a 10% discount of the standard participation rate. Further details [here](#).

**Tel Aviv, May 3 – 8** - The European Young Innovators Forum ([EYIF](#)) will be hosting an exclusive workshop in Tel Aviv, run in partnership with the US Mission to the EU and Openlab-TLV. The 5-day workshop will allow participants to learn and develop their skills and ideas, giving them the tools needed to let their ventures thrive and reach new peaks of possibility. Applications take just a few minutes, so make sure you sign up for your place [today](#). As partners, PWN Romania members benefit from a 10% referral fee from the Bootcamp price/ person.

**Brussels, June 23 – 24** - Women in Entrepreneurship Summit 2020.

Join us this summer at the European Young Innovators Forum ([EYIF](#))'s Women in Entrepreneurship Summit. The two-day European summit will bring together approximately 300 participants from the EU and US entrepreneurial ecosystems, to celebrate women founders and strengthen transatlantic bonds between the EU and US.

The event will also play host to high profile investors, speakers, and European policy makers who will offer their exclusive, expert insights through exhilarating panel events, inspiring lightning talks, keynote addresses, workshops, pitching clinics, and an exclusive investment forum to allow participants to blossom beyond limitation.

To register your interest, and find out more about the summit visit the event's [website](#).

## REVISITING PREVIOUS COMMUNITY EVENTS

**Bucharest, February 18** – Women on Board Competency Lab for Board Members – 5<sup>th</sup> seminar with Corina Popescu and Mona Opran. Event [page](#).