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# FEMEIA.

## WOMEN LEAD WOMEN

### A SPECIAL INTERVIEW ABOUT FEMALE ROLE MODELS FOR THE INTERNATIONAL BUSINESS WOMEN'S DAY

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International Business Women's Day will be celebrated on September 20<sup>th</sup>. This is an excellent moment to invite the BWFR (Business Women Forum Romania) board members to share with us who is a special business woman who served as a role model for them.

**Cora Florea - Supply Chain Manager McDonald's**



"I honestly admire Michelle Obama for her evolution, for her intelligence and most of all for the simplicity and honesty. It's even more difficult for a black woman to succeed in a racist world, but definitely she knows who she is!"



**Alina Mitrica - Online&Corporate Manager at Meli Melo**



“As a woman business model I have a good one in my family. Niculina Popescu, my aunt who moved 30 years ago in France when her husband got a job there. At that time she didn't speak any French so she learnt it quickly and succeeded to graduate psychology in Paris. In those years she had two babies too. After one year of working in a company she had the courage to open her own company in human resources which was very successful and it's still running. So the conclusion is that, with courage and perseverance, a woman can succeed to be a business woman, a good mom and wife at the same time. :)”



**Larisa Budaca - General Manager - Golden Tulip Hotel Victoria**



“I grew up under the big influence of Nadia Comaneci, the first gymnast to ever to score a perfect 10 in an Olympic gymnastics event. As a sportive, she won a lot of medals including 5 Gold Olympic medals, working hard and being determined to succeed. Later, as an adult she is a successful business woman, dedicating most of her life to supporting different causes, developing foundations and charity events to help kids in need all over the globe. She won different honorary distinctions and she is the Ambassador of the Romanian Sports, the founder of the Gymnastics Academy Bart Conner



in USA as well and she is the first sportive ever invited to speak to ONU in 2000, to launch the Year of Volunteering. She inspired me to work hard and to give everything and more in each and every moment, for achieving my goals, as it is not enough to only dream about them. Nadia is definitely my life Hero!”

**Roxana Gabor-Iliescu - Communication &PR Expert through Emotional Intelligence - Calatoria Spre Tine**



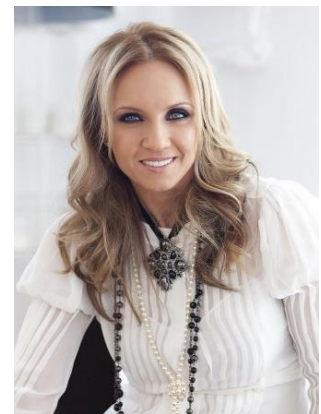
” For me a perfect business woman is one who applies her feminine instruments (intuition, kindness, fairness, caring, beauty, etc.) into so called men’s world...And this is what Cristina Batlan is doing for so long and in the last couple of years, even more, investing time, money and enthusiasm for educating people like her into healthy living, healthy cooking, healthy thinking. That’s why I love and admire her to the sky and back!”



**Mirela Iovu - CEC Bank Vice-President**



“My role model of a successful business woman is Camelia Sucu, the co-founder of Mobexpert, a self-made, enduring, versatile entrepreneur who debuted in business in the early 1990s, when the word entrepreneurship was a neologism in the post-revolution vocabulary.”



**Roxana Craciun - Executive Manager – Verita International School**



"My role model is Arianna Huffington. She co-founded the media company Huffington Post before launching the wellness site Thrive Global and is currently on the board of directors for ride-sharing application, Uber. Entrepreneur, mother, author and speaker, she is my inspiration because of the following things: building the foundation for everything is the most important thing; it's easier to "get a lot more done and do it without a constant sense of pressure", the ability to prioritize



her health and wellness by taking the necessary time out to recharge and reflect and transferring this health-conscious mentality to her employees in various ways: sleeping pods, weekly massages, exercise classes and healthy meals. I admire her for the determination of learning constantly for her and care for the others and that sense of balance."

**Mariana Velisarato - Executive Director - Dental Med**



"In college, I had the chance to meet Daniela Palade Teodorescu, who was back then the Director of Avantaje magazine. It seemed unreal to me to see her daily, the lady who would sign for 20 years the editorial of the most long-lived women's magazine in Romania. Beyond the magazine space, I discovered an EXTRAORDINARY PERSON. With this you have to start any successful career."





## Osnat Peled, BWFR Founder



“My role model is the lady name Limor Shemi, who gave me the first opportunity to manage. I was 18 and started to work in a book shop. This was my dream job and she was the book shop manager, a woman on her 40<sup>th</sup>, with years of experience in the retail domain.

Limor was not a conventional manager. Not at all...! Her philosophy was to find trustworthy employees, creating a unique feeling in the book shop similar to a “small



family” and by that creating our great mutual obligation for the shop to be successful.

Even though I entered very young to work in the shop, Limor trusted me so greatly that after a few month I was promoted to be her junior manager. One day she announced me that she is planning to travel to India and I will manage the shop instead of her for a whole month! I was shocked and grateful for her trust...as well a little worried. That month proved me I CAN MANAGE as well and I actually like it, a lot! During this month I handled HR issues, supplier payment, delivery crisis and many more items which I didn't even know before, when Limor was around. When she was back I was so proud to show her that everything is “OK” and even more than that! Years after, Limor told me that she could allow herself to go because she trusted me. Limor is my role model, I will always remember her for believing in me and trusting my capability, by extending to the level of taking such a risk and allow me to manage alone.”

Looking for more inspiration? Join us at 20.9.18 event, International Business Women's Day, with BWFR supported by FEMEIA magazine.