

Candidate for Corporate Partner Co-director

ROBERTA ZAFFARONI



Let's meet

I am married since almost 25 years with a sweet man who always supported me as much as I supported him and I am the mother of two teenagers, a girl and a boy.

Since 2014, with a business partner, I am running a consulting firm supporting customers all over the Country. I always worked in the fields of product safety and sustainability management systems and I am a Certified Energy Management Expert and third-party auditor. I started my career working for few small enterprises and, for more than 15 year, I held technical and management roles within a US multinational.

I am resilient, too rational and result oriented. People use to picture me as an oak, but I fight everyday to become a cherry tree.

Why I decided to submit

I joined PWA for the first time in 2013 and participating to a networking event kind of changed my life; that night, an inspired member speech planted a seed that, when the game got tough, sprouted and brought me where I am today. Now after a Master degree, a company partner position achieved and many lessons learned I think is time to say thank you and support other women to develop their potential.

How my past experience can be of help

I have been dealing with companies of every size for almost three decades. My 15 years in a global corporation shaped my customer centric approach and exposed me to an international multicultural environment. My 5 years as senior consultant refined my ability to listen and align with client's goals and objectives; it also strengthened my determination in providing timely response to every customer and partner inquiry. Finally, my more recent entrepreneur experience increased my focus on networking and constantly drives me towards win-win opportunities.

What I'd like to see in PWN future

The increased use of technology can be a great opening for women, but we need to enter fields that are traditionally perceived as boy's playground and we need to play hard on the business side. In the future I think it could be very important for PWN to provide, together with excellent soft skills training, more and more opportunities to expand technical and management cross-cutting knowledge. This will help members to keep up with a fast-moving working environment, break the glass ceiling and hopefully find better ways to improve work-life balance.

If others will share this vision, we could work together and align Partnership strategy to this objective. We could actively look for Corporate partners who could provide strong technical and management competencies, experience and resources to PWN community.