

Candidate for Membership experience Co-director

## **VALENTINA PATERNOSTER**



I'm Valentina Paternoster, 38, expert of communication issues, passionate for women empowerment. I'm a consultant, working for several consultancy firms on projects for large companies.

In the latest years my life changed a lot: the family changed (and grew), the work changed (thanks and due to technologies), the environment in which I move and live changed, and PWN has become a focal point where I can make my expertise available for other women. If my words and actions can change the mind of one woman only, it's a strong success, I think.

I think I can help the association in designing a new membership experience, and I think it can be inspired by the retail omnichannel experience.

The association can grow, a lot: Milan is a sparkling and mature city, where companies and women have understood the key role of women within the society, and we can sustain this trend offering our competences, projects and vision to sustain this new era.