



PWA ROME

PROFESSIONAL WOMEN'S ASSOCIATION

JANUARY 2025

"We all get the exact same 365 days. The only difference is what we do with them." — Hillary DePiano, playwright



Happy 2025 **PWA Members!**

By now, most of us have set our New Year's resolutions—those goals and aspirations we're determined to achieve. The real challenge, however, lies in sticking to them. Whether your resolutions involve getting healthier, carving out more personal time, changing careers, or launching your own business, staying committed can make all the difference.

This year, we're thrilled to offer **an inspiring lineup of workshops, conferences, and networking events** designed to support your journey. We kicked things off with powerful stories from our trailblazing PWA members. They shared how they built their businesses, the valuable lessons learned along the way, and how their experiences can inspire you to embark on your own personal and professional journey.

Our workshop series is thoughtfully aligned with our mentoring program, offering you the tools and guidance to make meaningful progress toward your goals. Let's make this year truly transformative!

At this year's Christmas party, we're thrilled to share that **we raised over €525 to support our charities and empower women to achieve financial**

independence. These funds will provide essential training, support, and access to professional clothing and accessories, helping women who face challenging circumstances enter the workforce and build a brighter future.

Your generosity will make a real difference in enabling these women to gain confidence, secure employment, and take meaningful steps toward financial empowerment. Thank you for your incredible support!

Here is the post that Dress for Success did on LinkedIn.



Dress for Success Rome

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A huge thank to [#ProfessionalWomeAssociation](#)(PWA) from all of us at [#DressforSuccesRome](#) for your generous donation! Your support means so much and will make a real difference in the lives of so many women. With your help, we can continue providing professional outfits, training, and encouragement to help women feel confident and achieve their goals. Thank you for believing in our mission and for being a part of this transformative work. We are truly honored to have PWA as a valued supporter.

Exciting events in store for 2025!

We began the year with a new format which will be interactive workshops that will support our theme "Inspire Her and Women in Business." Let us know your feedback!

Our workshop on **January 29th** will be on **Home Staging** led by member **Sanja Radovanovic**. The proceeds of the event will be used to support a charity that helps mothers in difficulty (Segretariato Sociale per La Vita di Roma A. P. S).



PROFESSIONAL WOMEN'S ASSOCIATION

UPCOMING MEETINGS

WORKSHOP HOME STAGING EVENT Transform your space and Rome real estate update. 6.30-9.00 PM	JAN 29	SPECIAL EVENT Cooking in Trastevere special evening with Roman chef for Members only. 6.30-9.30 PM MEMBER ONLY EVENT	FEB 05
CONFERENCE TOPIC HUMAN RESOURCE LOCATION INTERCONTINENTAL 6.45-9.30 PM	FEB 19	VISIT QUIRINALE PRIVATE VISIT PALAZZO QUIRINALE P.ZA del Quirinale 11.00 AM MEMBER ONLY EVENT	APR 12

SAVE THE DATE

WWW.PWAROME.ORG

REGISTER FOR UPCOMING EVENTS

We are deeply grateful for each of you—your inspiration, strength, and unwavering support are what make our community so unique, special, and inclusive.

Stay inspired!
Catherine and the PWA board

- Ida Sirolli– Vice President & Programming Director
- Dora Rosetti– Secretary
- Franca Menonna– Treasurer
- Barbara Pepponi -Social Director
- Costanza Galante- Digital Marketing Director
- Elena Palloni- Partnership Director
- Eleonora Bindi- Special events
- Tatiana Wartuschova- Membership Director
- Sammi DiBacco - Co-director Digital

Additional member support:

- Danielle Devine- Editor, Leadership articles
- Adriana Calò, Editor, Partnership articles





Some of our board members at our December Christmas around the world party!



[READ NOW](#)

Read our interview with **Mara Panajia, the President & CEO of Henkel Italia.**

"My aim is to create a collaborative and empowering environment where people feel safe to express their ideas, take calculated risks, and grow both professionally and personally.

This transformation has been shaped by a deep belief in the power of trust and the importance of recognizing individual strengths. I focus on being present, accessible, and transparent, fostering a culture where mutual respect and support replace rigid hierarchies."

[READ NOW](#)

Read our interview with **Madeline Hennig** our Jan/Feb 2025 Inspiring Women feature.

"When I was young, I dreamed of being a journalist or a writer because I felt like some stories needed to be heard.

Now, I do a lot of writing but not in the way that I had imagined. I share stories about refugees and asylum-seekers and the programs that support them. I have become passionate about human and refugee rights, so I love being able to share their experiences for people to better understand their situations."

PWA INSPIRING WOMEN
MADELINE HENNIG



JAN/FEB 2025 ROLE MODEL

"Resilience and passion for meaningful work"

WELCOME NEW MEMBERS!

Each month, we highlight our new PWA members. These incredible, diverse and vibrant women are what make our community so special. Join us in giving a warm welcome to four of our new members for the 2024-2025 PWA year!



Martha Sgherza is an experienced Real Estate Manager, specialized in assisting international clients with their property needs. With over 20 years in the real estate business, she brings a wealth of knowledge, professionalism, and dedication to her work. As a dual citizen of the United States and Italy, Martha has lived in Rome since 2019, where she combines her extensive international experience with a deep understanding of local markets and cultural dynamics.

Her career has been shaped by her work



I was born in Fortaleza, Brazil, and moved to Germany at the age of eight. Adjusting to a completely new culture was challenging, but it taught me resilience and the importance of embracing change.

Over the years, I built my career in client management, sales, and marketing. My previous role as Event Manager at Marriott in Cologne, where I worked for eight years, allowed me to manage international conferences, kick-offs, and corporate events—always striving to

with multinational companies, which has given her a global perspective on real estate, business practices, and the needs of a diverse clientele. This unique background makes her a valuable asset to PWA as it works to support and connect women from all walks of life.

As a Real Estate Manager, Martha is excited to bring her expertise in property transactions, relocation services, and market trends to PWA, helping elevate its presence among young professionals in Rome. She is passionate about contributing to PWA's mission by offering practical support to members navigating relocation, finding property, and establishing themselves in the city. With a commitment to fostering strong relationships and creating opportunities for growth, Martha is eager to collaborate with the powerful network of women at PWA, helping to drive its vision forward.

exceed client expectations. With a degree in Business Administration, specializing in Marketing, I gained the expertise to craft strategies that speak directly to the needs of clients and their audiences.

Three years ago, I moved to Rome, and this new chapter reshaped me completely. Surrounded by a new culture, learning a new language, and embracing self-employment, I realized that our greatest challenges often lead to the most significant growth. Today, I help entrepreneurs and companies build effective marketing strategies, social media and events. Fluent in Portuguese, German, English, and Italian, I thrive in multicultural environments where genuine connections are born, and we share one common passion for the extraordinary.

What excites me about PWA is the opportunity to know and collaborate with inspiring women from all over the world, learn from their stories, and create a lasting impact. For me, PWA is more than just a network—it's a shared vision where we rise together, push boundaries, and turn big ideas into action. A united group of women, commitment to move forward.



Hi, I'm Daiva Gailiute! Some of you may know me as a portrait photographer from the WIN Conference, but I see myself as more - a visual storyteller, motivator, and creative consultant for personal and brand growth. Storytelling has shaped my journey, from directing films and TV to crafting



I live in NYC but travel to Rome often and hope to participate in many PWA events. I will be in Rome the first week of February and registered for the cooking session on the 5th - looking forward to meeting other members.

I am interested in art, music, and basically all Italian culture. For many years, I was on the Board of the Rome

brand narratives as a creative director in Lithuania. Over a decade ago, I moved to Italy on a government scholarship to pursue a Master's degree, completing a thesis on fostering film co-productions between Italy and Lithuania.

In Rome, my fluency in five languages led me to work on communication projects with the United Nations. Later, as a mother seeking flexibility, I transitioned into freelance work with CNN while committing to my lifelong passion for photography, becoming a certified international master photographer.

Today, I am dedicated to helping people through visual communication to uncover their potential, share their stories, and achieve personal and professional growth. Visual communication is a powerful tool to inspire, connect, and create impact. I am excited to join the PWA, connect with talented women, explore visual communication opportunities and discover ways to grow together.

Chamber Music Festival and am still active in the organization. I hope to expand my network and establish additional friendships among women with similar and diverse interests through the PWA community.



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