



**PWA** ROME

**PROFESSIONAL WOMEN'S ASSOCIATION**

MAY NEWSLETTER 2026

*"If we have no peace, it is because we have forgotten that we belong to each other."*



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The **strength of the PWA community** reminds us that peace begins with caring for and supporting one another. This is at the heart of PWA, and something we work to bring to life with every event we host.

As summer settles over Rome, we're delighted to invite you to an evening inspired by **Peace & Harmony**—a celebration of connection, balance, and shared joy.

In a moment when the world around us can often feel uncertain and divided, we felt it was important to choose a theme that brings us back to what truly matters: **coming together, supporting one another, and creating spaces where positivity and understanding can flourish**. Peace & Harmony is our way of celebrating the strength of community and the beauty of simply being present with one another.

This year's gathering will take place on **Thursday June 11th** in the **beautiful outdoor setting of the Golf Parco di Roma**, just outside the clubhouse, where nature meets elegance. Under the open sky, we'll come together for a night of celebration filled with music, delicious food, refreshing drinks, and plenty of dancing.

**It's more than a party—it's a moment to reconnect, unwind, and celebrate the season in a truly special atmosphere.**

**We're kicking off May with our Golden Hour ConneXions Aperitif at the beautiful New 5 Star Luxury Corinthia Hotel** just in front of the Parliament at the chic Ocra bar. Aperitif starts at 18.30. **We follow this amazing event with our Face the Future professional profile photo** offered to our members to use on linked in, their social media and career photo. This will take place during the May 20th conference at the beautiful Sina Bernini Bristol hotel.

**The May 20th conference will be on Real Estate** from buying, renting and selling. We are grateful to have three Real Estate experts that happen to also be our members. Again professionally moderated by our talented **Program Director, Ida Sirolli**, this is a conference not to be missed.

We look forward to seeing you all soon and wish you a wonderful May.

**With gratitude and admiration,**

***Catherine and the PWA Board!***

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**UPCOMING EVENTS YOU WON'T WANT TO MISS!**

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# CONNEXIONS



**PWA** ROME

PROFESSIONAL WOMEN'S ASSOCIATION

WWW.PWAROME.ORG



## **GOLDEN HOUR APERITIF**

*An exclusive aperitif at the newly opened Corinthia Hotel in Rome*

**WEDNESDAY MAY 6TH**  
**6,30 - 9,00 PM**

**CORINTHIA HOTEL**  
**P.ZZA DEL PARLAMENTO, 18**

Registration while space is available - no later than 4 may  
Refundable cancellations accepted up to 5 May

**Register for May 6th Aperitif**



PROFESSIONAL WOMEN'S ASSOCIATION

PWA ROME

CONFERENCE

## “UNLOCKING REAL ESTATE IN ITALY: A WOMAN’S GUIDE TO BUYING, SELLING & RENTING”



**AURORA GALVANI**  
LUXURY REAL ESTATE ADVISOR  
KELLER WILLIAMS



**MARTHA SGHERZA**  
LUXURY REAL ESTATE ADVISOR



**MARIE-HÉLÈNE HAYLES**  
HELP MATE ROME



**MODERATOR**  
**IDA SIROLLI**  
PROGRAM DIRECTOR PWA

**MAY 20TH 2026**

18.30 NETWORKING  
18.45 OPENING REMARKS-  
CATHERINE TONDELLI  
19.00 CONFERENCE & PHOTO SHOOT  
20.30 APERITIF

**SINA BERNINI BRISTOL HOTEL**  
**PIAZZA BARBERINI 23**  
**ROMA**

[Register for May 20th Women's guide to Real Estate conference](#)

# PWA SUMMER PARTY

## *A Night of Peace & Harmony*

THURSDAY *11* JUNE AT 7 PM




 **PARCO DI ROMA GOLF CLUB**  
**VIA DEI DUE PONTI, 110 ~ ROMA**

Register at [pwarome.org](http://pwarome.org)

SHARED RIDES will be organized:  
Contact Laura Rizzi | +39 331 498 4609

REGISTRATION: while space is available, no later than June 8th  
Refundable cancellations accepted up to June 8th

*Wear the colours of peace*

-  White | Unity
-  Soft blu | Serenity
-  Sage Green | Peace

*...with Gold luminous detail*



**PWA**  
ROME

PROFESSIONAL WOMEN'S ASSOCIATION

Register for our Summer Party



# Early Bird Rate

## Existing Members only

€135

OFFER VALID ONLY UNTIL AUGUST 15TH  
SIGN INTO YOUR PROFILE AND RENEW!  
[WWW.PWAROME.ORG](http://WWW.PWAROME.ORG)

**Take advantage of the Early Bird Renewal price before it's too late.**

We have a special offer that allows our existing members to renew at a low price of **€ 135 euros**. The offer will **expire on August 15th** . You will be able to renew from May 1st. After August 15th your renewal membership will be € 155 euros.

The cost for Early Bird **New Membership is € 165 euros** for new members. The Fee for New membership after August 15th will be € 175 euros.

Please contact our super efficient **Membership Director Tatiana Wartuschova** who will help you through the application process.  
[membershipdirector@pwarome.org](mailto:membershipdirector@pwarome.org)

#Weshinebrightertogether#

Our Profile glamour shot will take place during the May 20th conference. We are already full but there is a waiting list in case we can fit you in.



The banner features a blue-to-purple gradient background. At the top, the text 'FACE YOUR FUTURE' is in large, bold, black capital letters, with 'CONFERENCE' in smaller white capital letters below it. The word 'Photography' is written in a large, elegant, red cursive font. Below this is the PWA ROME logo, which consists of a stylized tree icon with red leaves and the text 'PWA ROME' in red, with 'PROFESSIONAL WOMEN'S ASSOCIATION' in smaller black text underneath. At the bottom of the banner are three square photographs: a black and white portrait of a woman with long dark hair, a woman in a black dress and hat sitting on a chair with a shadow cast behind her, and a woman in a black dress and a light-colored jacket posing dynamically.

*Professional Profile Photo  
Opportunity May 20th  
For Members Only*

18.30 OPENING REMARKS  
18.45 CONFERENCE/WORKSHOP  
20.30 APERITIF

SINA BERNINI BRISTOL HOTEL  
P.ZA BARBERINI 23, ROMA

**MAY 20TH 2026**

**OLGA  
PAGLIAROLI**

**HEAD OF TALENT  
SOLUTIONS**



**AON ITALIA**

**LEADERSHIP**

*Inspiring  
Woman  
Leader*

PWAROME.ORG

[Read about Olga Pagliaroli](#)

  Meet our PWA Inspiring Woman Leader **Role model Olga Pagliaroli. Head of Talent Solutions at AON.**

Read about her rise **from a small village in Abruzzo to Head of Talent Solutions at Aon —by way of New York, €2,000, and a Fiat 600.**

Olga is an inspiration to all of us and has hosted students from our partners for shadowing days , real projects and mentoring opportunities. We can see why she is so successful and so well loved. Another inspirational interview written by our very own talented and inspiring Leadership writer **Danielle DeVine.**

📌 Read the full article on our homepage or via the link below.  
☕ Take a moment, grab a coffee, and be inspired. ✨  
**Thank you Danielle!**

Written by **Danielle DeVine** | *Leadership writer Professional Women's Association*



# PWA PARTNER SPOTLIGHT

Stronger Together: PWA Partners Speak



**"Learn, shadow,  
grow: PWA is  
helping us shape  
tomorrow's  
professionals"**

**SILVIA ESPOSITO**

**DIRECTOR OF AUR CAREERS**

**AT THE AMERICAN UNIVERSITY OF ROME**

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CELEBRATING  
**OUR**  
**PWA PARTNERS**

*“Thank you for being an integral part of our mission and vision.”*



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We are deeply grateful for each of you and our partners—you keep our garden colorful, inclusive and growing!

**Stay inspired!**

Catherine and the PWA board

- **Catherine Tondellii** – President
- **Eleonora Bindi** — Vice President & Social Director
- **Ida Sirolli** – Program Director
- **Martha Sgherza**– Secretary
- **Tatiana Wartuschova** — Membership Director
- **Franca Menonna** – Treasurer
- **Odette Lafrance** — Digital Marketing Director



- **Adriana Calò** — Partnership Director and Membership support
- **Daniele Freitas**- Social Media Director PWA

**Board support**

- **Danielle Devine** — Editor, Leadership and Inspiring PWA member writer.

**BOARD MEMBERS 2025 -2027**

 <b>Catherine Tondelli</b> PRESIDENT	 <b>Eleonora Bindi</b> VICE PRESIDENT SOCIAL DIRECTOR	 <b>Ida Sirolli</b> PROGRAM DIRECTOR	 <b>Franca Menonna</b> TREASURER	 <b>Martha Sgherza</b> SECRETARY
 <b>Odette Lafrance</b> DIGITAL MKTG DIRECTOR	 <b>Adriana Calo'</b> PARTNERSHIP DIRECTOR AND MEMBERSHIP SUPPORT	 <b>Tatiana Wartuschová</b> MEMBERSHIP DIRECTOR	 <b>Daniele Freitas</b> SOCIAL MEDIA DIRECTOR	 <b>Danielle Devine</b> Support Board LEADERSHIP/MEMBER WRITER

**WELCOME NEW MEMBERS!**

Each month, we highlight our new, wonderful, and inspiring PWA members. We're thrilled to have you join our community of talented, passionate women dedicated to empowerment, sisterhood, inclusion, and fostering a supportive networking community.

As a member, you will be able to attend conferences at no cost including the aperitivo and you'll have opportunities to connect, learn, and grow alongside like-minded women who are dedicated to making a positive impact.



## Melina Arena

**Melina** is originally from Naples, but I moved to Rome about 30 years ago for my husband's work. I have two daughters — the eldest has two children, and the younger one studies at Link University and lives with me.

I've always had a passion for art. I've worked on some architectural projects, I love to paint, and in recent years, I've been active in the film industry. I started out as an actress, and later founded my own film production company. Right now, I'm working as an associate producer on a fascinating project with a major American production.

I'm looking forward to making new friends and sharing ideas and interests. At the event I attended, I truly felt a wonderful energy, kind people, and a strong spirit of collaboration. I'm deeply honored to be part of this community. Thanks for the welcome, you are very kind.



## Carla Gervasio

**Carla** is a senior life sciences executive and strategic advisor with more than 20 years of experience driving innovation from early-stage venture through large-scale market impact. With a career spanning the boardrooms of Johnson & Johnson, L'Oréal, Unilever, Coty Prestige, The Body Shop, and Sara Lee, Carla has built a reputation as a rare leader who combines deep scientific fluency with sharp commercial instinct. Perhaps her most defining achievement: while serving as Global Brand Director at Johnson & Johnson, Carla discovered and championed the commercial potential of retinol technology — authoring the scientific dossier and FDA marketing claims that launched what would become a \$1.27 billion revenue platform. That platform remains the gold-standard anti-aging ingredient in dermatology to this day.

As Founder and Chief Consultant of Urban Wellness Consulting — her Rome-based strategic consultancy — Carla advises startups, venture capital, and private equity firms across life sciences and consumer health. Her expertise spans

commercial due diligence, go-to-market strategy, technology assessment, clinical trial leadership, and business planning. She has guided companies through market entry, fundraising, brand development, and organizational growth, managing and mentoring teams along the way.

Carla holds an MBA in International Marketing & Finance, a Master of Science in Education, and a Doctor of Traditional Chinese Medicine — a multidisciplinary foundation that reflects her integrative approach to health, business, and innovation. She is bilingual in English and Italian, with deep cross-border experience across European and U.S. markets.

*She is delighted to join PWA Rome — a community of women whose ambition, creativity, and collegiality resonate deeply with her own professional journey.*



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