

Global Governance welcomed Orna Schezen Nofarber, former CEO of Estée Lauder Group of companies in Italy. An inspiring, energetic, successful woman

29th of March, a new Shaping Career for the GG's students, maybe one of the most enlightening of the year. Global Governance welcomed Orna Schezen Nofarber, former CEO of Estée Lauder Group of companies in Italy. An inspiring, energetic, successful woman.



Usually a Shaping Career starts by the very beginning of the life of the speaker, but not with Orna. She started from the end, her farewell party. She showed us pictures and the smiles of people captured during the party. This is for Orna the key of success in our work: leave happiness behind us and among others, think to the future cooperating with successors that can carry on our work. "In marketing we speak about love", values such as Fun,

Happiness, Passion and Bring the best to everyone we touch are fundamental.

That's not exactly what we expect to hear by a CEO of a company. **Soft skills:** that is what is necessary to be successful.

Orna was born in Israel and her career was triggered by the visit of John Kenneth Galbraith in her school in 1968. In that moment, she understood that the world was bigger than her small native province in Israel and she wanted to go out exploring it.

When she was 21 years old she started university, but something change her plans. Love. She met an Italian architect and she left Israel to go to Italy. In the new country, she found a radical social revolution, and she understood that the revolution would pass also through fashion and architecture. She had the courage to exit her comfort zone and to start a new life. Knowing that Italy would go to win the challenges of those years by the fashion industry, she wanted to enter in it, starting from the bottom with a selling job.

Once again, she was more than courageous. She started to talk to the president of the company and, in one year, she became PR. In 1979, Estée Lauder was looking for someone expert in fashion, there was nobody better than her. She joined the company and its values, creativity, freedom, originality.

Orna stressed out the importance of her Master, Mr Lauder and followed the way of Mrs Lauder being close to consumers and giving new work power to women. Maybe she didn't have the précised skills to enter in such a big company, but for sure it was fit for her. By time she reached also skills and in the 80s an E.L. gives her a brand to launch in Italy.

She spent 10 years procuring knowledge around the world to fill her gaps, and at the end of the 80s she decided to resign, to exit her comfort zone in the middle of her 40s once again. She went back to Israel and followed her passion for music, learnt about harmony thanks to a maestro of orchestra, when Lauder family wanted

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her back as vice president of eastern world in a more changeable world. Of course at that time she was an incredible businessman, but above all she was great in promote relationships, cooperation and build trust among clients.

We are in the era of soft skills. She was privileged having the soft skills her company was looking for, but she also was courageous and able to create for herself a horizontal growth. Her success came from obsession for values of the brand and inspiration, "there is no success without inspiration". Thanks to her soft skills she always was recognized as a leader by her team, she always was close to consumers, she also take in account the social responsibility of her company ,for example in the fight against breast cancer, as well as in human relations.

Orna closed her speak with another picture: the identity wall, an incredibly full of photos wall in her ex office. Pictures and pictures of people that entered in her life and made her life as she told us. Identity, that's what a strong manager needs.

Thank you for the inspiration Orna.

Eleonora Giorgi and Ganna Korniychenko