

# WCN

# Network News

The Newsletter of the Women's Career Network  
Vienna, Austria Issue No. 2006/03

t h i s m o n t h

*Join the WCN as we pay tribute to*

## International Women's Day

A New Role is Emerging in the Corporate World  
- the "Chief Networking Officer"  
with Selma Prodanovic

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While we are moving from an information society towards a networked society, skills which traditionally were considered to be "female" skills are gaining ever more importance. "People make the difference" statements made by leaders such as David Ogilvy or Jack Welsh are even more true today. It is not just about the individual knowledge and expertise, it is about the ability to connect the unconnected and with it create new business opportunities, foster innovation, enable long term business relationships, motivate employees and ensure sustainable development. Let us network and lead the way!

Selma Prodanovic, a professional networker, demanded multilingual networking trainer, lecturer, author, consultant, and entrepreneur, with more than 15 years of international new business development, marketing and networking experience. Selma has lived in several countries, speaks 5 languages, is member of more than a dozen international networks, and is currently writing her doctoral thesis on social networks. Fascinated with the idea of constant active development, and the fact that each of us can make a positive difference, Selma Prodanovic is the founder and Chief Networking Officer (CNO) of Brainswork. Selma is also Vice President of creativ wirtschaft Austria, President of Creative Europe, Regional Manager of SuccessBC, and marketing lecturer in a tourism school in Vienna.

w h e r e & w h e n

Monday, March 6th, 2006

Location: Hilton am Stadtpark

Networking starts at 7.00pm, Meeting starts at 7.30pm