

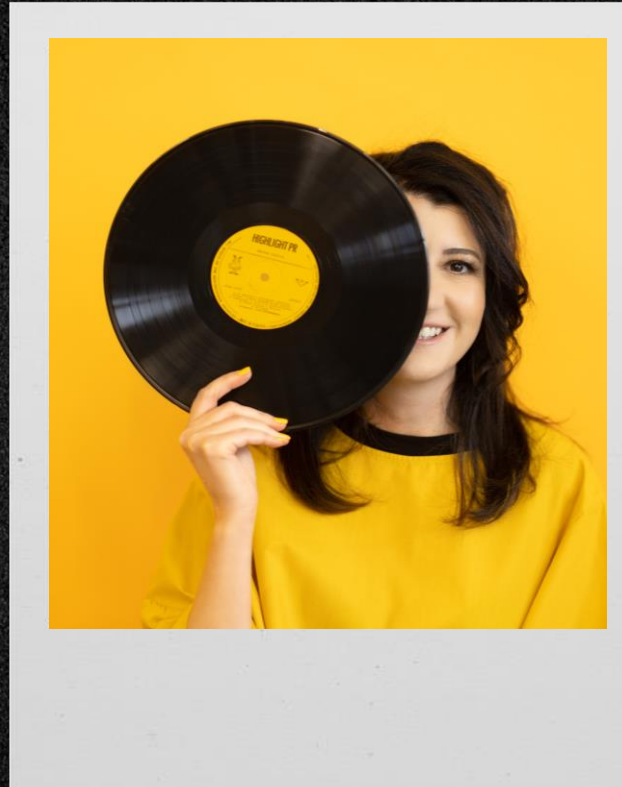
# Oana Radu

## enthusiast story shaper

*Oana is a professional with 20 year experience, both as a corporate employee and entrepreneur.*

*She led and grew teams within Vodafone, GE Money, UniCredit Tiriac & UniCredit Global (Milano) and Heineken.*

*Her areas of expertise are:  
Strategy,  
Storytelling,  
Communication & Branding,  
Employee Communication,  
Employer Branding,  
Diversity & Inclusion.*



*“Since childhood I have been fascinated by stories. They touch hearts. They can change the world and make it better. Maybe this is why, one day, I published my book where I share who am I and what my purpose is.*

*My story is complex, still it is about a simple thing: everything you do, do it with a purpose. Now, my purpose is to help others find their voice and craft their own story.*

*This is the way I show gratitude for my journey. 2020 reminded us that we need to focus on what truly matters. At personal, social and professional levels. And, no matter how great your story is, if you don't tell it in a creative and authentic way, with empathy, you probably won't build a strong connection with your audience.*

*So, I invite you to discover together your brand or company story and share it with the world.”*

who we are?  
who we are?  
who we are?