

»I LIKED ALL MY JOBS, BUT THIS ONE I LOVE THE MOST, AS IT IS ABOUT TRANSFORMING BUSINESS THROUGH APPEALING AND EMOTIONAL STORIES THAT BOTH THE BUSINESS COMMUNITY AND PEOPLE INTERESTED IN INVESTING AND BECOMING FINANCIALLY EDUCATED CAN UNDERSTAND AND LOVE.« **AURA IORDAN**

**March 2023**

*Interviewed by Vera Pasyukova, photos provided by Aura Iordan*

**F**irst of all, congratulations for the IEDC alumni achievement award! Please tell us if you knew that the Romanian alumni club would nominate you this year, or was it a total surprise?

I am honored to receive the Alumni Achievement Award 2022 and I am grateful to the IEDC-Bled School of Management. It pleasantly surprised me to find out that

my fellow alumni nominated me. 2022 was a great professional year for me, being successful in several projects that had a great impact in the media industry and in the wider business community, and I received with great joy the recognition and appreciation of my colleagues.

**How did it feel to be back in Slovenia? Have you ever come to visit the country after you finished your studies at IEDC?**

It was great to be back in Slovenia after 20 years. I visited Ljubljana on this occasion, and honestly, I have seen much more of it than I did when I had studied here. I loved visiting the city center again, strolling over the bridges, admiring the



*It was great to be back in Slovenia after 20 years.*

refurbished old buildings, and enjoying the good wine.

**You've got a long career in Romanian media. Could you please tell us a bit how did your path evolve? You started at the sports newspaper and nowadays are running a TV station, aren't you? However, you did not really work in any journalist positions, but on managerial ones. How come?**

I started my career at a time when there was a change of generations in management positions, therefore, I became the Executive Manager of the newspaper in my early 20s. I got my MBA diploma, and I shifted to corporate development positions - buying, selling, and launching media products in Romania and abroad. My 3-year extensive work for the World Association of Newspapers, based in Paris, gave me a thorough understanding of media business at a global level. With this experience and understanding of media, even if I wanted to downsize, I could not have. These are the only jobs I am offered :) All jokes aside, I know how to create and sell media projects and media products. I liked all my jobs, but this one I love the most,



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as it is about transforming business through appealing and emotional stories that both the business community and people interested in investing and becoming financially educated can understand and love.

**What do you like most about your current job?**

I love to discover success stories of people and businesses. This is why I went to business schools, first to the IEDC and then to the Harvard Business School and the Stanford Business School: to become the champion :) of my life and to run successful businesses. Yet, every road to success is different and I very much enjoy understanding the inflection point that transforms a promising business into a profitable one and a gifted and talented person into a successful person able to create value in business and for the community.

**Did you always imagine yourself working in the media?**

I imagined myself running a business. I was an A student all my life. Yet very early in my life (in primary and secondary schools) my teachers and professors gave me leadership positions, long before I realized that I have leadership skills and that my colleagues respect me and follow me.

**Back in 2002, you have enrolled into the IEDC-Bled School of Management. How did you learn about IEDC and why did you decide to come study to Slovenia?**

After I got my Master's Diploma in Marketing, I wanted to continue my education by doing an MBA. I found out about the IEDC from Cristian Gheorghe, who was my professor at the University of Economics, and an alumnus of the IEDC. He was the one who persuaded me to apply to the school, telling me that professors and the quality of the program were outstanding. And he was so right about it. The IEDC opened my path to success in my professional life.

**Have you ever lived outside of Romania before?**

When I came to the IEDC for studies, it was the first time for me to live outside Romania. I enjoyed discovering so many cultures and a very diverse environment very much. After Bled experience, I lived in Paris and then in the US when I studied there.



**What did you recall from the EMBA program now that so many years passed? Do you still keep in touch with any of your classmates?**

I remember I was learning a lot. If you are serious about your studies, then there is a lot of work. The more you study, the

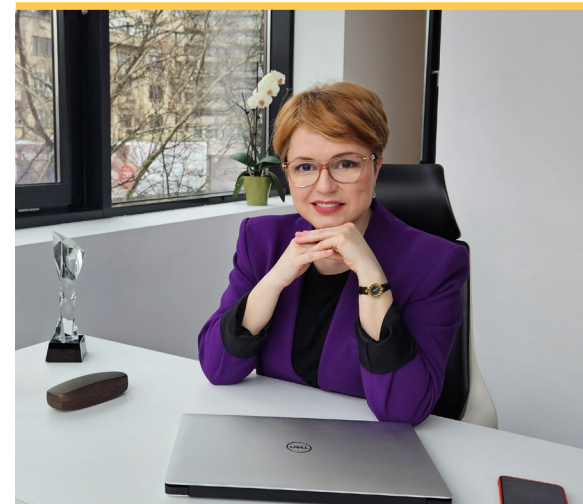
more you understand business. I also remember working in teams with my colleagues. There is a lot of wisdom you gain from teamwork. But there were times when I felt that a colleague was not involved enough, or not doing his best. Like in any other team, you encounter similar situations in real life. This program is a great preparation for a real business world. I remember partying in clubs during weekends. I even remember the romances there:) I do keep in touch with my colleagues. There were 9 Romanians in my generation at the IEDC - Bled School of Management and we meet regularly. And I just saw most of my colleagues when we celebrated 20 years since our graduation in Bled.

**Being a successful manager usually means a busy schedule, but also mastering the art of balancing work and family affairs. What's your recipe to doing well? What are your relaxation techniques that help you cope with pressure?**

Work-life balance is a daily challenge. I learnt to stop working after 8 hours. There would always be a lot of work still to be done, so you just have to stop. My alarm rings at 5 p.m., reminding me to rush to the gym as my trainer is waiting for me. A personal trainer is my big secret. If I promised him to be there at 6 p.m., I must keep my word:)

Mentally detaching from work issues is also very difficult. I try

to meditate every morning. And every time I take a break, I repeat in my mind a few phrases: My mind is peaceful, my emotions are calm, my body is relaxed. It works for me as I manage to stop thinking about how to solve certain things at work.



## MEET AURA IN EVERYDAY LIFE



EMBA 2002

**Aura Jordan**  
Managing Director  
Profit News TV  
Romania

*The last book I've read is... "My brilliant friend" by Elena Ferrante.*

*My favorite Romanian food is... "Mici" - minced meat with spices, grilled on charcoal.*

*If I never chose to work in media, my alternative career would be... teaching in a business school.*

*My favorite hobby is... reading fiction.*

*On a day off... I cook some comfort food and enjoy it with people dear to me, while having meaningful conversations. I read or watch TV series on Netflix.*

*My next vacation destination is... Barcelona, because I love to discover cities full of art, history, exquisite cuisine.*

*An advice I'd have given to my younger self: Learn to read people. Beware of intelligent people with no character.*