

FAB

The professionals of the Lamborghini Female Advisory Board had the courage to change their lives and become role models. Here are the protagonists of the podcast Fab Talks.

Talks

ILLUSTRATIONS Aleksandar Savić



THE PIONEER DRIVER

Denise Yeung

Businesswoman and professional racing driver
in Hong Kong

I don't participate in every race for the win. Even if I lose, I feel happy because I learned something from the race.

Denise Yeung, businesswoman and professional racing driver in Hong Kong, was crowned winner of the 2015 Hong Kong Touring Car - Group N2000. She is the founder and CEO of a successful real estate company, and a mother of two growing boys. How did she achieve all this?

Two car races are responsible of the biggest changes in her path. The first one takes place in Beijing: a childhood friend convinces her to join in the race. He remembers how she used to organize bicycle races in the parking lot close to her home, and she always won. She accepts the challenge, and immediately finds herself in her element. She puts her foot down on the gas pedal. She overtakes one car, then another... The race ends too soon and as Denise crosses the finishing line she is only sorry that it's over. Then she notices: she has won the race. *"I was shocked and very happy. But even if I was happy, even if I liked racing, I knew I wouldn't continue. At that time, I had just started my company and my first child had just been born."* After a successful career in one of the top real estate agencies in Hong Kong, she has decided to leave her job and set up her own agency. She wants to give more opportunities to her son. And she loves the feeling of putting up a new property for sale, of matching it with the ideal buyer, of closing the deal. She bargains hard but enjoys the look of happiness in people's eyes when they secure their dream home.

One year after, that dreamy scenario dramatically changes: *"My husband had an affair, it was the hardest*

moment in my life and I didn't know how to face it." Denise feels she has failed. She feels lost and insecure about everything, even her own identity. It's true, she loves her job, but for whom is she doing it now?

We always need someone who can give us hope, from the outside, seeing what we are unable to see. For Denise, this person is her half-brother. *"He said, I know you love racing. I have a car for you, to join the Macau race. And I said, why not? Let's try."* Macau is a street circuit racing event, this is not the Grand Prix, but Denise is surprised by the enthusiasm she feels at the idea of joining a competition there. This is the first thing she does for herself in a long time. Perhaps, the first thing she ever did for herself.

In this race, she does not finish first, but she anyway sets a record: she is, again, the only woman competing. So she comes home determined to become a professional driver, and she starts pursuing a career in racing. Soon, she finds a sponsor: it is good for a company's image to be backing the first and best female racer in Hong Kong. She starts inspiring other women to follow in her steps. They are not afraid to be considered less feminine, or too aggressive: they find the courage to be exactly who they want to be. At the centre of their lives. Today, Denise is a successful estate agent, a successful car racer, and a member of FAB – the Lamborghini Female Advisory Board. Her sons are richer than she ever dreamt, because they are proud of their mother and secure in her love: for herself, as well as for them. They are growing up with a strong and winning woman. ♦

THE LADY OF THE COURTS

Michele Roberts

Attorney and Executive Director of the National Basketball Players Association of the United States

No matter how successful you are, it doesn't matter, if you haven't transformed somebody or at least tried to



Michele Roberts forged a successful career as one of the best trial lawyers in Washington DC. She became the first woman to head a major professional sports union in North America. And yet, when she was a black girl growing up in a housing estate, nobody would have bet a dollar on her...

New York, in the Sixties. Michele and her brothers share their passion for basketball with most of the young people who live in their housing project in South Bronx. They all know it is not only a game. It's a potential way out. *"They believed that every bounce of that ball was sending them further along a journey to a different place. Their intensity was inspiring to me. For me, those guys on that court were the original dreamers."*

But 8 years old Michele already knows another court: the one where trials are held. Her mother, Elsie, has the odd habit of going to the courthouse like other people go to the movies. It is free, after all. And she takes her daughter with her. It is in court that Michele feels the first surge of indignation of her life on behalf of an incompetent black defendant. As a "guilty" verdict is passed, Michele swears to her mother: I'm going to be a lawyer defending poor people. And I'm going to be a good lawyer for them.

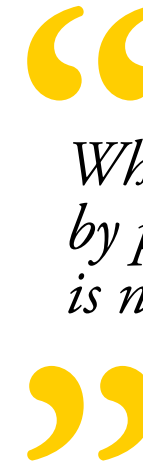
Elsie managed to get her into a boarding school for girls, The Masters School. This was terrifying news. Attending a school for rich white girls meant entering a totally different world. Michele was surrounded by people who didn't look like her and who might judge her by her appearance. But if she spent all her time worrying about what people thought of her, she would just dissipate her energies, while she needed all she had to get to the top. It was a precious insight. She would often be the only black woman in the room, in the important legal firms where she worked in the following decades. Her first job after graduating at Berkeley University, though, was joining the Public Defender Service. In her eight years there, she rose to become chief of the trial division.

But fate had a new challenge in store for her, at NBPA. It's 2017 and Michele is in the middle of the toughest negotiation the NBPA has ever faced. She feels that the interests of the players have been put aside for too long and now there are so many things to do. Thankfully, the men she is negotiating with, though well aware of her background, have underestimated her. As she closes a deal that will bring more advantages to the players than they ever dreamt of, Michele feels a sense of satisfaction, of justice done. ♦

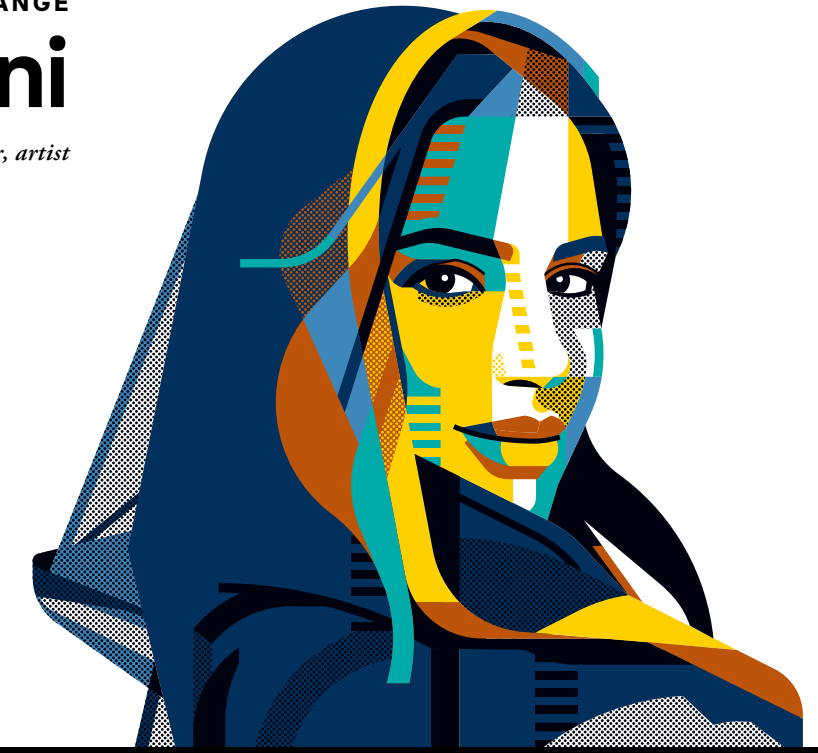
THE STAR OF CHANGE

Natalia Itani

Dubai-based businesswoman, social media star, artist



When you are driven by passion, there is nothing you can fear



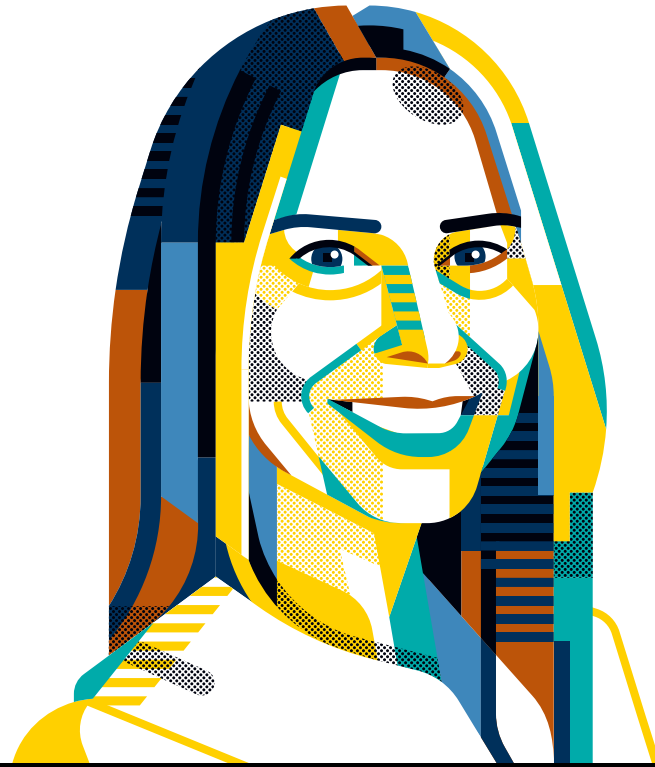
Natalia Itani is Ceo and owner of two successful companies in a male-dominated sector: supercars. And with more than 300.000 followers on Instagram, she is also an influencer. But it was a long journey...

Natalia has been fascinated by motors since childhood, at school she was "one of the boys", forever talking about cars and travels. Her family is a mix of cultures: father Lebanese, mother Italian. They used to spend all the holidays in Italy, and although Natalia grew up in Lebanon, she knew that her Italian roots made her richer. At the Lebanese American University, she studied business marketing, graduating with a bachelor's degree within three years. She couldn't wait to be productive and to be independent. She applied for jobs that would take her out of Lebanon. The most interesting offer came from Dubai.

Two years later, as Natalia prepares for another day in the investment company she works for, she is conscious of a tiredness that isn't just due to the long hours she puts in. Dubai is an exciting city, but you have to work hard in order to enjoy a good lifestyle there. She got married recently, she is thinking about starting a family. This could be the right moment to decide that she has proven herself enough. But as she steps into the warm breeze of the Dubai morning, she knows that she will take up a new challenge instead. She has discussed it with her husband and they have decided to create a company that has to do with their shared passion for powerful cars. And so it is that, together with her husband, Natalia founds Parklane Car Rental, a luxury car rental company of which

she becomes Ceo. She is a woman trying to establish a new business in Dubai, in a mostly-male field. A woman Ceo is still not such a common concept in the Emirates. Natalia and her husband take risks, they invest and Parklane Car Rental becomes a success. Eight years after, another and connected enterprise is born, GulfFoil, a luxury car service that specializes in foil-wrapping technology. Wrapping cars in colourful designs to protect and personalize your vehicle is something that resonates with Natalia's bright and daring temperament. And it is the up-and-coming fashion in the world of supercars. In the meantime, Natalia and her husband have had two children. She discovered that being a mother actually give you strength, balance, a better sense of priorities.

Now in her thirties, Natalia shares the love of her generation for social media. They are not only a marketing instrument, but also a way to connect with people all over the world. Natalia becomes an influencer, she starts being recognized wherever she goes. And not only for her signature purple Lamborghini. She reinvented herself as a social media icon and a singer. And in doing so, she reconnected with her past, with her true self. Italy and Lebanon, cultures of music, with a strong sense of community: both these heritages belong to her. Natalia Itani is also a member of FAB: now she will join in a collective effort for providing young women with female role models in business, and helping them reach the highest levels, enter the rooms where major decisions are taken. She has always liked driving, and now she will drive change. ♦



THE CREATIVE SIDE OF THE LAW

Natalia Aranovich

Lawyer in Los Angeles and founder of
Aranovich Law Firm, PC

“
*It's more difficult for women to
be seen as business professionals
and not just as a pretty face*
”

Natalia Aranovich is the founder of the Aranovich Law Firm, PC. A Law Corporation with focus on business law, intellectual property, immigration and entertainment. If it sounds like a lot of work, that's because it is. And it took even more work to get there, from Porto Alegre, Brazil.

2016 is ending. Natalia has had a license to practice law for almost fifteen years, but that was in Brazil. When she came to the USA, she knew that she had to get her lawyer's license in California as well. This is not easy at all. She prepared for a year and then, in July, she was among the candidates taking the bar. In the five months since, she has heard the same words over and over again: don't be too hard on yourself, if you don't make it. So this is the fateful evening. Natalia is at home, waiting for the results to appear on the website. Every few minutes she hits “refresh”. And finally there they are. The results. And she passed.

Would you like to help change the law? This is the question Natalia Aranovich is asked when she is barely out of university. It's 1999 and the rapidly growing “net economy” poses brand new legal problems, foremost the problem of copyright. The bar organization is defining the intellectual property aspects connected to buying and registering a domain and they approach Natalia, asking if she would write something about it. It's like the Far West and Natalia, though young, steps in like a very determined sheriff. Her article about how to rule on possible conflicts between trademarks and domain names gets published in the National Journal. Judges all

over Brazil start using her arguments to settle lawsuits on the matter. Years later, it turns out to be the key to her transformation: thanks to that hard work she will be eligible for the O-1 Visa, granted by the United States to “individuals who possess extraordinary ability”. That visa will allow Natalia to move to California and start her new life.

Today, about seventy percent of the clients of the Aranovich Law Firm are women. Many are non-Americans. California has always attracted people from the four corners of the world. All of them are hopeful, many have at least a good idea. And in a foreign country, where you don't know the system and you lack the necessary connections, that idea can be easily wasted or stolen. That's why you need a lawyer. And the right moment to get one, as Natalia says, is immediately. Natalia started working with the Brazilian Chamber of Commerce, organizing events. She needed to get to know more people working in the most important business in town, entertainment. And soon realized that networking is more difficult for women: you have to be friendly and sociable, but also to be strict and detached in order to be taken seriously. She now takes active part in many initiatives aimed at giving women more opportunities in business, more visibility and more weapons to defend themselves against many discriminations. But being a woman also has some advantages. Natalia is convinced that it helped shape her creativity, because women are more able to see the wider picture. ♦

A STORY OF THREE CONTINENTS

Olga Iserlis

Founder and CEO of Adagio Events

Olga Iserlis is among the most sought-after international event planners. How did she get here? She is sixteen years old the day she leaves Russia. The daughter of a medical scientist and an electronic engineer, has been raised in St Petersburg's cultural elite. But when her father passed away, Olga's mother decided that Soviet Russia was not safe enough for two Jewish women living alone. They leave everything behind and fly to New York. With no money, at such a young age, Olga learns that dreaming big is just as important as working hard.

Some years have passed and Olga has managed to leave the hardships behind. Then her husband is offered a job in Singapore. They have a one-year-old son. Olga embarks on a journey of discovery of the island that is now her home. She wants to be a part of this new world and sets up a bagel shop that soon becomes a huge success. This is only the first step of a bigger project: working to bring more music, art and culture onto the Singapore scene.

Asked by a friend to help organize a charity event, she discovers her real call. And she decides to revamp the whole notion of staging an event, in order to create an unprecedented and unrepeatable experience. In 2016, she writes a Coffee Table Book, *Save The Date* by Olga Iserlis, the story of her amazing life journey, and behind the scenes of her career. And if you ask her whether organizing events is a “women's job”, she agrees. It's an extremely challenging job, it takes an extremely strong person to do it. Therefore, it takes a woman. ♦



A DIAMOND HEART

Zena Kaddour

Creative Director of House Of K'dor, luxury jewelry
brand in Australia

Zena Kaddour, clad in a golden dress, greets the guests at the door. It's April 2019, 20 years since Tarik Kaddour, a highly-skilled goldsmith, opened his first jewelry boutique in West Sydney, Australia. He has another boutique now, and a wife, Zena, who proved to be invaluable in the business. Tonight, they are celebrating with a magical evening at the Sydney Double Bay Hotel, where guests are met with the sight of two shiny Lamborghinis, one white, one black. But Zena's story begins far from those champagne-washed rooms. She grew up with her mother and her grandmother, they had very little money and the loss of Zena's father was an open wound. They tried to make up for her loss, inviting relatives to their home, hosting dinners, surrounding the child with warmth. This made the difference.

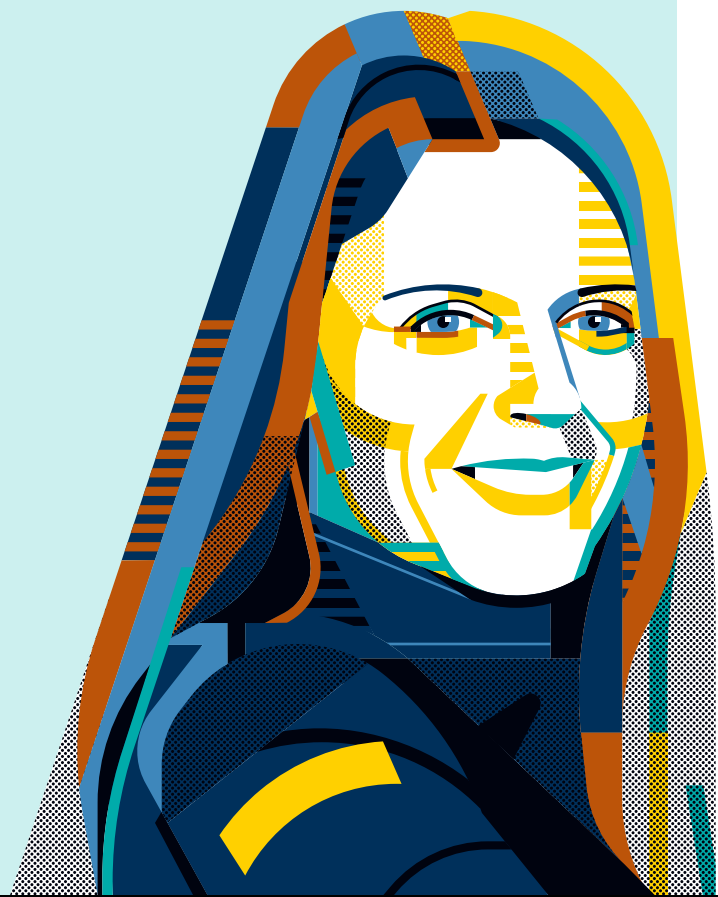
Zena had always taken an interest in her husband's work and she was convinced that his business would have benefited from a different, more people-oriented marketing approach. She was fired up with ideas for initiatives and campaigns aiming to bring more heart and passion into the industry. She styled her first bridal showcase. She organized the launch of one of the collections, receiving wide media interest. And she outlined for her husband a much more ambitious plan, that implied rethinking the very idea of “sale”. The process of creating a bespoke jewel, she reasoned, starts with sharing the story of what the customer likes and wishes for. And so it was that Zena brought about a small revolution: dismiss that age-old attribute of luxury – exclusivity – and think of luxury as inclusion. ♦

WHEN THE HEART ACCELERATES

Nathalie McGloin

Racing driver, co-founder of Spinal Track, speaker

In a car no one can see my disability. I developed a passion for the power, the challenging, assertive nature of a sports car



Nathalie McGloin is young, talented, determined to win. She has been in a wheelchair since the age of sixteen and she is the only female tetraplegic in the world to be racing cars. In 2015, she was the first female with a spinal cord injury to gain a race licence in the UK. In 2018, she was the first disabled sports person to present a podium trophy at a Formula1 race, to Kimi Raikkonen. At Silverstone, in 2018, she won her first race. And in 2019 she became the first ever female rally driver.

But let's take a step back in time. Teenage years: Nathalie likes dancing, cycling, and swimming, on the wind-swept Yorkshire coast. Very soon she starts doing little jobs to earn her pocket money. At sixteen, in summer, she gets a waitressing job, she runs among the tables and thinks about the future. But a few months later, she is caught in a road accident. She will never remember it, but she clearly remembers waking up in a hospital bed: she still has the use of her arms and hands, but she is paralyzed from the chest down. Recovery is painfully slow. Not only physically. She turns to other people around her for help, and she meets Alan, a patient older than her but with a very similar level of injury. He introduces her to the sport that she ended up playing at university: wheelchair rugby. It is a way of feeling in control again, of doing things on her own and taking back the determination she had from her previous life.

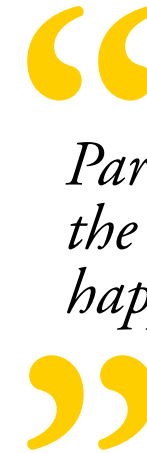
Nathalie wants to play and she wants to win. Just as she wants to finish school getting the grades she needs to go to university. She speeds up, as she discovers her real passion: fast cars. It's true that Nathalie's car needs to have automatic transmission and to be modified for a driver who cannot operate pedals. But she is still a cool girl driving a cool car. As soon as she gets her road licence, Nathalie is amazed by the sense of freedom that driving offers to her. And now she wonders: how about becoming a racing driver? In order to do that, you need to take the ARDS test and get a license to compete on race circuits. It's a difficult test that able-bodied people often fail: she passes it. The license arrives in 2015, on a Wednesday. On Sunday, Nathalie has her first competition. Looking around at the start, she realizes that she is not "just" the only disabled person on the circuit, she is also, again, the only woman.

Today Nathalie is a successful and sponsored racer, a very sought-after inspirational public speaker at keynote events all over the world, and she runs her charity Spinal Track, the first-ever charity to provide trackdays to people with disabilities. She is also the president of the FIA Disability and Accessibility Commission and Ambassador for Wings for Life and The Girls on Track. ♦

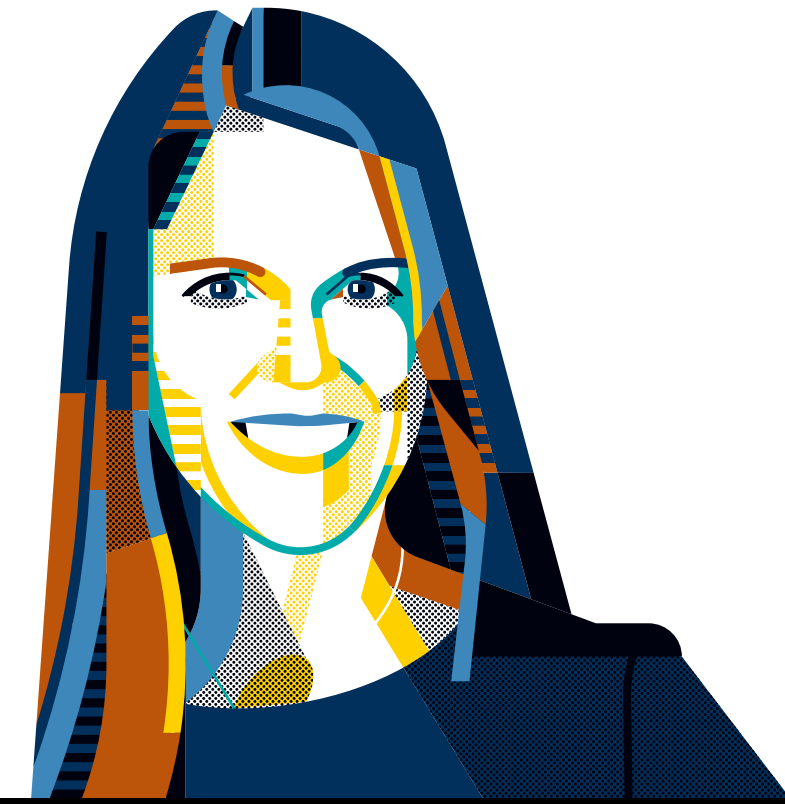
THE WINNING NUMBERS

Kristin Milchanowski Gilkes

Mathematician specialized in financial crimes



Part of the success depends on the ability to adapt to what happens in our industry



Kristin Milchanowski Gilkes is a crime-fighting mathematician who wears crazy shoes. She runs a technology and analytics practice for a consulting company and one of her practice's speciality is financial crimes: fraud, money laundering, terrorism financing, cyber attacks. This is the sort of crime that a bank or a financial institution can commit to without even noticing, while handling big clients' activities or deals. If this is happening on a large scale, to detect the fraud you need a special kind of investigator. A mathematician. Kristin's job is to build a specialised algorithm that will put these powerful bankers minds at ease.

Kristin Gilkes is in her mid-twenties when she decides that she needs a change in her professional life. She has an MBA and she is working for a global steel company. It's a very interesting job, but she can't help noticing that the pre-senior management positions are all held by male engineers. Kristin designs a new strategy, she will try to understand what her company needs and position herself to be the solution. She starts searching for the gap in the room and quickly notices that what her company needs is a heavy PhD in mathematics. This is the revolution. She will soon realise that becoming a mathematician is the key to all transformations in her life.

Seven years later, with a mathematical degree in decision sciences, she goes on to work for one of the top Fortune 500 companies, then for another. In time, she will climb the career ladder to reach the role of Chief Data Scientist and then move on to found her own consulting

company. She isn't yet thirty when she finds out that she needs one more transformation. She likes jazzy accessories and rock'n'roll stiletto-heeled shoes. But she has always felt she couldn't afford them at work, she has always feared she would not be taken seriously, as she is both young, and a woman. From now on is going to wear clothes and shoes that make her feel powerful, winning, happy. That make her personality shine through.

As she forged her career, Kristin became a passionate advocate for diversity. Not only in gender. . Both Kristin and her black British husband belong to open and progressive families so she had never given much thought to the problem. Until she started shopping for books to fill the bookshelves in her soon-to-be-born baby boy's room. "I realized all of the main characters were white." Standing in the bookstore, she remembered an old childhood dream of hers. That one day, she would write a children's book. And so it is that "Tell me, Henry" was born. A children's book with a black hero.

In the Spring of 2020, Kristin is holding her newborn son, reading him a published copy of her new children's book. She will go on fighting for gender diversity, being a positive role model as a female technology Partner of a consulting firm. And as a book author she will try and do her part in the battle against racism and discrimination. Women must have the same opportunities as men. Black and brown minorities must have the same opportunities as white people. It's as simple as that. It's almost an equation. ♦