VIDEO TRANSCRIPT - Career Crossroads: Ioana Motoc

​Below is the transcript to the PNC Flix video Career Crossroads - Ioana Motoc.  [Read the related story and watch the video.](https://newsonline.pnc.com/EmpCen/News/Pages/Career-Crossroads-Ioana-Motoc.aspx)

My first job with the bank

was to look at all the products

and services

the bank had to offer

and, based on our

market demographics,

decide what made sense

to advertise

in which markets

in other languages

because of my diverse

background.

So that was a great start

to get a good feel

about what the bank did,

what we had to offer.

And I've always enjoyed

working with people,

so I thought

the wealth-management business

would give me the opportunity

to build relationships,

meet people in the community,

and, you know, see what

new opportunities come from it.

So I had to start from scratch

and started in the wealth group

as an associate back in 2007.

I think you need to be

passionate about what you do.

You need to be happy

in your role

and feel you're adding value.

If you don't have that,

then you need to talk

to your managers

and share what

your aspirations are,

and that would hopefully lead

to opportunities in the future

to further develop

in your career.

I'm a very driven individual,

and over the years,

I've been vocal

with the management team

about the things I like to do,

the things I feel I'm good at,

and the things

I need to improve,

so I think that helped me

over the years

to find new opportunities

and develop myself

within the organization.

I think PNC is a good company

to work for.

I've had the opportunity

to leave over the years,

and each and every time,

I've made the decision to stay

because I felt

we were very competitive

and had a good set

of products and services

that we can offer

to our clients,

and that was always

very important to me.