



# STUDENT SPOTLIGHT

WITH JONIDA QIRA

## ABOUT JONIDA

Originally from Albania, Jonida is a second-year graduate student pursuing Financial Analytics. With experience in banking and accounting, she brings a sharp analytical mindset and a passion for building better processes. She's actively involved in the Bentley community through the Business Analytics Society and the E-Hub, where she continues to explore new ideas and strengthen her technical skills. Jonida enjoys connecting with others, learning from different perspectives, and making the most of her graduate experience.



Q

**How do you balance analytical thinking with creativity in your work?**

My analytical side loves structure numbers, data, logic, anything that helps me understand how things work and make decisions with clarity. Being analytical also makes me very detail-oriented and professional in my approach: I double-check things, plan ahead, track progress, and break big ideas into manageable steps. But at the same time, I'm a very creative person. I love designing things, working on my handmade accessories business, building websites, and even writing. The analytical side helps me understand a problem clearly, and the creative side helps me imagine new ways to solve it. So I don't really separate them.

Q

**As an employee + entrepreneur in the E-Hub, what has your entrepreneurial journey looked like so far?**

My journey really started when I joined the E-Hub Incubator as a participant. Pitching my own venture, making it to the final round, and getting direct feedback from judges was the first time I felt what it takes to build something from zero. That experience pushed me deeper into entrepreneurship and eventually led me to join the E-Hub team. Now, as an employee, I get to help other student founders while continuing to grow my own venture. I'm surrounded by people building, testing, and improving ideas every day, and that environment motivates me and teaches me constantly.

Q

**How has getting involved on campus helped you grow personally or professionally?**

When I started at Bentley, I already knew I wanted to take advantage of every resource on campus. I did a lot of research before coming, and once I got here, I tried to be intentional choosing the opportunities that would really help me grow. Professionally, getting involved has taught me how things work here how networking actually happens, how to approach the job market, and how to deal with different situations with confidence. Personally, it has made me more organized, more proactive, and much more comfortable taking initiative. Being part of the E-Hub especially pushed me to learn by doing. I've grown through pitching, building projects, giving feedback, meeting founders, visiting innovation hubs, and connecting with mentors.