

# CURRICULUM VITAE

**Proposed role in the project: Team Leader (KE1)**

- 1. Family name:** Stoiciu  
**2. First names:** Andrei  
**4. Nationality:** Romanian / Canadian

**6. Education:**

Institution [date from – date to]	Degree(s) and Diploma(s) obtained
Institut d'Etudes Politiques de Paris, 1995-2001	<b>PhD, Doctorate degree</b> , with thesis on " <b>Social capital, educational background, media role and public opinion influence</b> "
University of Quebec, Montreal, 1992-1994	<b>Master of Arts (MA)</b> , International relations and cooperation (political and economic)
University of Quebec, University Mc Gill, Canada, 1988-1992	<b>Bachelor of Arts (BA)</b> in Political sciences

**7. Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
English	1	1	1
French	1	1	1
Romanian	1	1	1
Spanish	2	2	2
Italian	3	3	3

**8. Membership of professional bodies:**

- NISPA, Canadian Business association, Canadian management consultants
- MBA European network

**9. Other skills:** Fully computer literate in both software and hardware

**10. Present position:** Project Manager / Senior Communication Expert

**11. Years within the firm:** N/A

**12. Key qualifications:**

- **19 years of professional working experience (on international level) in the fields of: Communication, Media, Public Relations, Publicity, Public Awareness Raising, Social Media, Events Management, Training**
- Extensive experience as Team Leader and Programme Coordinator in 6 major projects (EU- and other donors-funded)
- **9 years of experience in institution building projects (e.g. Ministries, Public Institutions, Local Government), gained through his participation in various donors-funded projects (e.g. EU, CIDA, Swiss Agency)**
- Very strong experience in **management of communication, PR and Public Awareness Raising projects, PR, networking, media monitoring, design and implementation of public awareness campaigns, preparation of promotional material (brochures, leaflets, posters), design and implementation of training seminars for communication and PR, etc.**
- In-depth knowledge of EU project management and monitoring procedures as per EU Project Cycle Management & the Logical Framework Approach.
- **Fully familiar with and implementer of project planning (including needs assessment) and management systems and the Project Cycle Management (PCM), Logical Framework Analysis (LFA) approach in relation particularly to communication/media projects: project identification; project design and preparation; contracting; supervision and monitoring of project implementation.**
- **Excellent communication, presentation and reporting skills**

**13. Specific experience in the region:**

Country	From - to
Canada	1992-1999
Romania	1997, 1999-today
Serbia	2006, 2001-2004
Croatia	2004, 1996-1997
Albania	2001-2004

**14. Professional experience** (only selected assignments due to 3-page limitations)

Date [from – to]	Location	Company	Position	Description
05/11-present	Romania	ANFPA, Daniela Badea <a href="mailto:Dana.badea@anfpa.gov.ro">Dana.badea@anfpa.gov.ro</a>	Expert e learning	<b>Implementation of e learning system for public administration funded under POSDRU scheme (structural funds human development scheme)</b>
02/2011-6/2011	Cyprus	DIADIKASIA Business Consultants S.A. Efi Angelopoulou <a href="mailto:eangel@diadikasias.gr">eangel@diadikasias.gr</a>	Key expert Social policies	<b>Technical assistance for the Ministry of Public administration.</b> Gather information, assess existing education and Vocational training channels for developing research and education careers/supporting human resources policies. Develop meetings and procedures with relevant stakeholders
05/2010-08/2011	Romania Greece	DIADIKASIA Business Consultants S.A. Manuela Vitu <a href="mailto:mvitu@diadikasias.gr">mvitu@diadikasias.gr</a>	Team Leader	<b>EU project: “Technical assistance to the Managing Authority for the administrative capacity development in order to ensure the informing and publicity process for the Operational Programme “Administrative Capacity Development” of the Ministry of Public administration”.</b> <ul style="list-style-type: none"> <li>Project and financial management; management of a team of 5 experts</li> <li>Institutional building of the Managing Authority to ensure proper and systematic information dissemination and publicity process for the OP, through the use of Structural Funds; design and implementation of internal procedures</li> <li>Design and implementation of information and publicity activities on EU support facilities and schemes through different channels (media, PR, events); Development of ID package, communication tools, leaflets, brochures, newsletters</li> <li>Design and delivery of training program for 50 + millions euro programs' beneficiaries</li> </ul>
10/2007-05/2010 (on short-term basis)	France, Romania	Carrefour Paul Manole <a href="mailto:paul.manole@gmail.com">paul.manole@gmail.com</a>	Team Leader	<b>Team leader for public events management in 22 retail centers.</b> Conceiving, planning, development of business plan, operational management, media management, PR, audit and media relations. Events ranging from 100 to 5000 guests from NGO to contests, from tombolas to music shows and sport competitions. Managing budgets of over 500,000 Euros per year and teams of 50 +.
11/2008 - 10/2009	Romania	SC Dominus East West Consulting Dyma Svec, <a href="mailto:svec@akszes.cz">svec@akszes.cz</a>	Training & Institution Building Expert	<b>EU project: “Continuing the support granted to the National Institute of Administration (NAI) and the Regional Training Centers (RTC) for the Local Public Administration with a view to developing a professional body of public servants and the skills necessary to support the public administration in Romania as a Member State of the EU”</b> Developed an action plan for consolidation of institutional capacity of the Regional Training Centres (RTCs). Supported strategic and organisational development. Planned and delivered training to public officials from NAI on strategic planning, operational planning, change management. Designed and developed information tools including leaflets, posters, media kits on EU programmes for beneficiaries (local public institutions, public agencies).
02/2009-12/2009	Romania	IDOM Juan Lekube, <a href="mailto:jlekube@idom.com">jlekube@idom.com</a>	PR and Communication Expert	<b>EU project: “Technical assistance for management and supervision of works contract” ISPA Project 2001 RO 16 P PE 014-2</b> In the framework of this infrastructure project (recycling station, site management), developed information and publicity tools, organised media events, planned PR events. Represented the beneficiary (City Hall) in relations with media, NGOs, other public authorities, community and business groups; developed procedures and methodologies for dealing with image and communication issues.
05/2008 02/2009	Afghanistan	IOM (International Organisation for Migration) House No: 1093, Ansari Wat, Behind UNICA Guest House, Shahr-i-Naw, Kabul, Afghanistan.	Public Administration Expert	<b>Multi-donors project: “Reform Implementation Management Unit – Technical Assistance Project (RIMU-TAP)”</b> <ul style="list-style-type: none"> <li>Designed and implemented Institutional Reform Mechanism for public administration in the Ministry of Interior.</li> <li>Organizational development of the Implementation Management Unit</li> <li>Devised synergies between donors' strategies, liaised with public authorities and NGOs</li> <li>Developed tools for planning information campaigns.</li> </ul>
11/2006-01/2008	EU (Romania, Bulgaria, Belgium)	ASG –Agentia Strategii guvernamentale (Government) – IDEE Alfred Bulai, Secretary of State +40213180350	Team Leader / Institution Building Expert	<b>Managed an EU-funded project (Europa Km 0) related to institutional changes in regulation and legislation induced by EU standards in public administration.</b> <ul style="list-style-type: none"> <li>Review and analysis of institutional changes (regulations and legislation) induced by EU standards</li> <li>Institutional building - training for institutional networks</li> <li>Implementation of nation wide communication campaign, editing materials and formatting content related to public administration reforms</li> <li>Implementation of large scale information events with 200,000 attendants in public areas</li> <li>Design and development of media kits, posters, media packages</li> <li>Management and operation of a mobile caravan in outdoor areas</li> <li>Management of a team of 200 + hostess and promoters, including auditing and monitoring performance, arranging media venues.</li> </ul>

10/2006 - 03/2008	Romania	Human Dynamics (Austria), B & S Bernadette Saxon www.humandymanics.org	Key Expert for Public Awareness	<b>Strengthening capacity and partnership building Europaid/1222255/D/SV/RO.</b> Involved in the implementation of a €4.5 million institution building project supporting the rights of marginalized communities, children with disabilities, social inclusion. Capacity building of selected staff of Government Authorities on the use of Structural Funds, implementation of public awareness campaigns, information dissemination and communication. <b>Design and implementation of publicity campaign on EU programmes, methodologies and procedures. Liaison with institutions related to the protection of marginalised communities</b>
01/2006 – 12/2006	Ukraine, Serbia, Moldova, Romania	LDK (Greece), ECO (Belgium)	Key Expert PR	<b>EU project: TA for the identification/preparation/implementation of projects to be financed in the future CBC / Neighbourhood Programmes - Cross Border Cooperation programme 119589/D/SV</b> Preparation of cross border schemes in 3 countries with total grant value of 20 millions €. Projects involved better cooperation between CBC entities and promotion of social inclusion. <b>Organised information tours and campaign on EU programmes in all countries of the programme. Implemented all information and publicity, PR and media activities.</b>
02/2005-08/2005	Greece Romania	Eurobank (Greece). BCR Bank Corneliu Cojocaru communication director	<b>Team Leader</b>	<b>Management of national public awareness campaigns project</b> on the new fiscal code and taxation policies, launch of new currency (RON) for BCR. Management of information channels, mystery shoppers projects, seminars and media campaign for BCR. PR coordination for major communication campaign of Eurobank. Project value over 2 millions €. Coordinating a team of 20 experts (PR, media, technical experts).
01/2004-07/2004	Bulgaria, Moldova, Romania	Canadian International Development Agency (CIDA) Gilles Potvin, Ministry of Foreign Affairs, Canada	<b>Team Leader</b>	<b>CIDA project: "Support the capacity of local administration and NGOs to deal with issues affecting the social status of marginalised groups"</b> Institutional building of local authorities – 20 + towns and Public Agencies. Institutional assessment, Strategic review of the planning mechanisms of Local Administration Units. Organisational development. Research/editing of materials including dissemination of 6000 + tool kits for public awareness campaign.
10/2003-07/2004	Romania	LDK (Greece) Christos Zacharias 21 Thivaidos Street Athens	Key Expert - Communication	<b>EU project: "Social cohesion and human resources grant scheme targeted at marginalized groups (Phare 2002)".</b> Delivering training, briefing officials, measuring public awareness, integrity standards. Organised 30 clarificatory meetings, 8 local seminars with 400 + participants, development of media, training and audiovisual packages.
02/2001-05/2004	Romania	Presidency of Romania Ion Iliescu, Traian Baescu www.presidency.ro	<b>Presidential Advisor</b> (not civil servant)	Advising and representing the Presidents of Romania. Consulting with and providing technical advice on <b>good governance and institutional building issues</b> for local authorities, public agencies and NGOs. <b>Contributing to the institutional strengthening of the Presidential Office for pre-accession to EU. Supervising and monitoring institutional building projects funded by donors (EU, World Bank, CIDA) on behalf of Presidential Office.</b> Devising broad-based initiatives for accessing EU and public funds for social marketing campaigns. <b>Contributed to the development and voting by the Parliament of laws after consultation with 100 stakeholders. Developed a bi weekly European affairs magazine for local authorities,</b> with a subscribed distribution of 3000 + with the support of international organizations (European media institute). <b>Assisted the implementation of various information and publicity activities (international events, ie. NATO, UN conferences, EU events, PR, campaigns) and made public presentations to international audiences.</b>
09/1999-08/2004	Eastern Europe (Serbia, Albania, Romania, Bulgaria)	Swiss Agency for International Development Benoit Girardin	Consultant – Institutional Building & Communication	Formulated references for 33 programmes developed in the regions including <b>institutional building of national authorities, empowering local labor associations, STEP programme with labour union, anti corruption, good governance,</b> training programmes for developing managerial and communication skills for business development etc. <b>Design and development of Terms of Reference for institution building, communication and training projects. Monitoring of institutional building projects, provision of technical advice to local stakeholders. Design of Communication Strategies. Development and implementation of information campaigns in the region. Participated as consultant and lecturer to projects presentations. PR, communication and networking.</b>
1998-1999	Montreal, Canada	Humanitas nouvelles optiques Makombo Bambote, senior editor	PR Expert	<b>PR support for a publishing house. Developing media kits, writing press releases, editing materials, support for organising public events – book launches, media meetings, book's fairs.</b>
05/1997-12/1997	Romania	Government, Eugen Serbanescu	PR Expert	<b>Political analysis and PR support for the benefit of the department of the Government spokesperson</b>
04/1996-10/1997	Serbia, Slovenia, Estonia, Ukraine, Russia, USA, Croatia, Kazakhstan	Soros Foundation Open society institute Gabriel Petrescu, director www.osf.org	<b>East East Programme Coordinator</b> – Institutional Building / Good Governance / Communication	<b>"European Integration, East East and Public Relations operational/grant giving programmes".</b> Programme coordinator & Communication Expert for East East programmes. Managed budget over 2 millions \$ year as a donor, <b>evaluated projects for institution building and good governance,</b> analysed TOR, prepared integrity methodologies for partnerships Frequent travel to the region (Central Asia, Russia, Ukraine Balkans, Baltic states...). <b>Organised tens of trips and field trips to evaluate and monitor projects, mediate and networking with local partners, PR, implemented information and publicity events in the region.</b>
05/1992-03/1996	Canada	University of Quebec, Conseil des Arts du Canada Roger Tessier	Communication assistant	<b>Communication and PR support for various communication projects (national projects).</b> Implementing communication and information activities. Developing press releases and press materials. Assisting in organising and delivering presentations for corporate and academic audiences.

**15. Other relevant information:** (e.g. Publications, etc)

- La transition en Roumanie: communication et qualite de vie (co auteur), Montreal, 1995
- Making civil society work, 2001.
- Public affairs and integrated marketing communication, 2005.
- Regional correspondent of Worldpressreview, a NY based magazine since 2002.
- Training programmes developed -6 different – including Negotiation with labour unions, Leader program, Labyrinth Media training, Island Escape