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| PERSONAL INFORMATION | Iancu Adriana Lavinia |
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| lavinia@sustenobil.ro |
| [www.laviniaiancu.ro](http://www.laviniaiancu.ro) / www.sustenobil.ro |
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| Sex F | Date of Birth | Nationality Romanian |

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| PROFESSIONAL EXPERIENCE |  |

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| 2018-Present | CEO |
| SUSTENOBIL PR/ODUCTION, Bucharest (www.sustenobil.ro) |
| * I practice, teach and research PR/OJECT MANAGEMENT. * Founded SUSTENOBIL PR/ODUCTION, an agency providing PR, PR/OJECT & PR/ODUCT management services focused on the Triple Bottom Line theory (People, Planet, Profit) * Design, implement and report integrated communication campaigns for multinational companies, SMEs and start-ups in 20 countries on 3 continents * Clients: Harley-Davidson, ALSO Medical, MedicZone, Serial 1, Help Autism, The Romanian Musicians' Association for Performers' Creation, Tomis Garden |
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| 2020-2025 | CEO |
| ReFEEL Solutions, Inc. (www.refeel.app) |
| * Designed, launched and managed ReFEEL App, a sustainability HUB, showcased by the Dragons' Den TV show premiere in Romania in 2020 * During the product development, I liaised with IT developers, potential investors, service providers and mass-media representatives * Received Biz Sustainability Awards for Digital Innovation in 2021 from one of the most prestigious business magazines in Romania, Biz |
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| 2019-2020 | EMPLOYER BRANDING SPECIALIST |
| Carrefour Romania, Bucharest (www.carrefour.ro) |
| * Designed, executed and reported Carrefour’s Employer Branding strategy at national level in line with the marketing and HR brand positioning * Contributed to recruitment, onboarding, communication, loyalty and reward programmes for headquarters, super/hypermarkets and convenience stores * Documented GEEIS - Gender Equality European & International Standard - audit for Carrefour Group, as Romania was a pilot country of the programme |
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| 2017-2019 | SOCIAL MEDIA MANAGER |
| Altex Romania, Bucharest (www.altex.ro) |
| * Managed Social Media presence for one of the largest IT&C retailers in Romania on Facebook, Instagram, Twitter, YouTube and Google * Designed, executed and reported marketing and recruitment campaigns at the national level with proven strategic effectiveness * Liaised with internal departments and external partners to deliver integrated marketing campaigns such as Black Friday, Happy Weekend |
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| 2016-2017 | ACCOUNT EXECUTIVE |
| McCann PR, Bucharest (www.mccannpr.ro) |
| * Provided PR services predominantly for tech and energy clients of the agency * Designed, managed, executed and reported 360° communications campaigns for brands in the fields of energy, technology and real estate * Managed corporate communication, media relations and social media presence for brands like ENGIE, Electronic Arts, Konica Minolta |
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| 2015-2016 | ACCOUNT EXECUTIVE |
| Graffiti PR, Bucharest (www.grf.plus) |
| * Designed, managed, executed and reported public relations campaigns, including corporate communications, media relations and events * Managed Gillette's Facebook page in South-East Europe (Romania, Serbia, Bulgaria), liaising with the global team to deploy campaigns * Worked for brands such as Tetra Pak, Reserved, Gillette, Nesquik, Nescafé, Glaxo Smith Kline (GSK), Novo Nordisk, Abbvie |
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| 2012-2017 | PRODUCER |
| Radio Guerrilla, Bucharest (www.guerrillaradio.ro) |
| * Contributed to the production of the War of the Weekend radiobroadcast between the years 2012-2014 and 2016-2017 * Ran the radio contests - fulfilling the radio's procedures under the regulations and General Data Protection Regulation compliance |
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| EDUCATION AND TRAINING |  |

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| 2021-2025 | PHD in MANAGEMENT |  |
| Bucharest University of Economic Studies, Romania | |
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| 2014-2016 | MA in PROJECT MANAGEMENT |
| The National University of Political Sciences and Public Administration, Romania | |
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| 2011-2014 | BA in PUBLIC RELATIONS |
| The National University of Political Sciences and Public Administration, Romania | |
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| PERSONAL COMPETENCIES |  |

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| Mother tongue | Romanian | | | | |
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| Other languages | UNDERSTANDING | | SPEAKING | | WRITING |
| Listening | Reading | Conversating | Oral speech |  |
| English | C2 | C2 | C2 | C2 | C2 |
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| French | C2 | C2 | C2 | C2 | C2 |
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| Communication competencies | * Interpersonal communication * Intercultural communication |

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| Managerial competencies | * leadership (manage my own company) |

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| Workplace competencies | * design thinking * pr management * product management * project management |

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| Driving licence | B |

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| ADDITIONAL INFORMAΤION |  |

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| Publications  Conferences  Projects  Seminars  Distinctions  Courses | **CEPTUREANU, SI., CEPTUREANU, EG., GEORGESCU, B, IANCU AL.** – *Sustainability, innovation and knowledge: a complex relationship based on an empirical study.* Soft Computing 29, 3047–3062 (2025), DOI: 10.1007/s00500-025-10574-3, <https://doi.org/10.1007/s00500-025-10574-3>.  **IANCU, L.** – Dietary Habits and Sustainable Online Ordering Among Romanian Provincial Students, **Revista de Studii Financiare (Journal of Financial Studies)**, Vol. 10, Special Issue, 2025, pp. 70–79, <https://revista.isfin.ro/2025/01/09/dietary-habits-and-sustainable-online-ordering-among-romanian-provincial-students/>.  **IANCU, L.** – Eco-Innovation as a Catalyst for Sustainable Business Growth, **Revista de Management Comparat Internațional (RMCI),** Vol. 25, Nr. 3, iulie 2024, pp. 541–549, 2024, ISSN 1582-3458 (Print), 2601-0968 (Online), DOI: 10.24818, <https://doi.org/10.24818/RMCI.2024.3.541>.  **IANCU, L.** – Economic Sustainability of the Delivery Sector: A Comparative Study of Delivery and Romanian Businesses Between 2008–2021, **Journal of Eastern Europe Research in Business and Economics**, Vol. 2024 (2024), Article ID 187846, 18 pag., 2024, DOI: 10.5171/2024.187846, ISSN 2993-5299, <https://ibimapublishing.com/articles/JEERBE/2024/187846/>.  **IANCU, L.** – *Challenges and Strategies of Achieving Resilient and Sustainable Courier Sector Within a Multi-Hazards Environment in Romania*, Proceedings of the 19th International Conference on Business Excellence „ Leading Change in Disruptive Times”, Bucharest, 20-22 March 2025, <https://bizexcellence.ro/wp-content/uploads/2025/04/Extended-programme-ICBE-2025.pdf>.  **IANCU, L.** – Sustainable Management in the Delivery Sector, **Proceedings of the 17th International Management Conference „Management beyond Crisis: Rethinking Business Performance”**, Bucharest, 2-3 November 2023, pp. 139–149, 2023, ISSN 2286-1440, DOI: 10.24818/IMC/2023/01.13, <https://conference.management.ase.ro/archives/2023/pdf_IMC2023/S1/1_13.pdf>.  **IANCU, L.** – Sustainable Management in the Gig Economy: Traditional vs. Gig Business Model in the Delivery Sector, **Proceedings of the 16th International Management Conference „Approaches in Organisational Management”,** Bucharest, 15-16 November 2022, pp. 173–184, 2022, ISSN 2286-1440, DOI: 10.24818/IMC/2022/01.17, <https://conference.management.ase.ro/archives/2022/pdf_IMC_2022/1_17.pdf>.  2024-2025 - DoSocial, Consolid8 Accelerator – teaching Entrepreneurship  2024 – StartUPT Accelerator – teaching Entrepreneurship  2025 – Present  The National School of Political Sciences and Public Administration Communication in Business Master’s Programme – Entrepreneurship  2022 – Present  The National School of Political Sciences and Public Administration Project Management Master’s Programme – Entrepreneurship & Innovation  2021 – 2023  The Bucharest University of Economic Studies Finance, Banks and Stock Exchanges Faculty – Entrepreneurship  Biz Sustainability Award 2021 - Innovation in Digital  2021 - Future Makers Incubator  2019 – Design Thinking |

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