Curriculum Vitae Europass



Personal information

First name / Surname	**ALINA ŞERBĂNICĂ**
Address	Bucharest, Romania
Telephone	
E-mail	alina.serbanica@ipsos.com
Nationality	Romanian
Date of birth	July 12th,1964
Gender	Female

Work experience

Dates	**October 2017 – Onwards**
Occupation or position held	Senior Vice President (SVP) Head of Global Operations Data Privacy, Ipsos Group
Main activities and responsibilities	Starting with November 2017, I became responsible for the Data Privacy Implementation inside Total Operations (offline & online) – Ipsos Group. Thanks to a broader Market Research expertise which I have accumulated in 30+ years of MR industry's performance (including global online access panels' Ops management), my new professional journey requires substantial contribution to ensure data privacy compliance and privacy by design solutions inside Ipsos Total Operations, Ipsos being a very large Market Research organisation, acting in 90 countries worldwide, handling impressive number of interviews and engaging with thousands of individuals on daily base. The digital era brought us the great opportunity to gather instant consumers' insights, to be instantly part of their life experiences, to go beyond the traditional data collection and be present inside the intimacy of individuals. This new very dynamic landscape has driven the need for introducing new data privacy regulations across geographies, to better protect individuals and build a new status quo of "do not harm" them. The first privacy milestone was the May 2018, when The General Data Protection Regulation (GDPR) was enforced. Since then, new milestones have been added to my professional journey in the privacy area, within the context of the very dynamic external privacy legislation landscape, constantly expanding to new privacy legislations and regulations enforced or to be enforced soon, today over 150 countries around the globe being governed by a set of privacy regulations (different levels of rigour and firmness).
Name of employer	**Ipsos Group, France**
Type of business or sector	Market Research

Dates	**October 2021 - Present**
Academic Activity	Visitor Professor at The Bucharest University of Economic Studies – The Marketing Doctoral School (The Faculty of Marketing), invited to lecture to the PhD students on subjects matters related to the Market Research industry (research methodologies and techniques research products design calibrated for online and offline data collection, and data privacy compliance applicable in the market research industry)
Dates	**October 2016 – Present**
Academic Activity	Visitor Professor at The University of Bucharest – The Faculty of Sociology and Social Work (since 2016 – Present), lecturing to the students on subjects matters related to the Market Research industry, such as sampling methodologies, online panels management, and data privacy compliance.
Dates	**September 2005 – October 2017**
Occupation or position held	Senior Vice President (SVP)
Main activities and responsibilities	As SVP in Ipsos Group, I was working in the online operations – Ipsos Interactive Services (IIS) – and I was part of the Global RAES organisation (Respondent Access & Engagement Services), being responsible for the platforms, systems, processes, and best practices for managing the online respondents (panels, custom panels etc.) in more than 60 countries located in NA, EU and LatAm and other emerging geographical areas (e.g., MENA, APAC). My former RAES organization was overseeing to apply the same online best practices and quality standards (e.g., ISO, ESOMAR, EFAMRO, etc.) across all regions, to develop and leverage the systems/apps and the processes used by integrating the cutting-edge technologies such as digital and mobile, to redefine the online respondents' experiences by using social media and online open sources. Budget responsibility for my area of expertise in the Global RAES organisation.
Name of employer	**Ipsos Interactive Services / Ipsos Group**
Type of business or sector	Market Research
Dates	**March 2004 – September 2005**
Occupation or position held	Co-Founder & Managing Partner
Main activities and responsibilities	Have co-ordinated the market research projects and managed the MR quantitative business unit.
Name of employer	**Lighthouse Marketing Quant**
Type of business or sector	Market Research
Dates	**April 2003 – February 2004**
Occupation or position held	Research & Business Development Director
Main activities and responsibilities	Expending the IMRCG's business. Designing new research programs, models and concepts. Managing the company's client portfolio.
Name of employer	**International Marketing Research & Communication Group**
Type of business or sector	Market Research
Dates	**July 2002 – March 2003**
Occupation or position held	Program Director, Shell LiveWIRE Entrepreneurial Program Director

Main activities and responsibilities	Have implemented and developed a world-wide Shell Foundation's program (*Live*WIRE Program) in Romania addressed to people aged between 16/18-30 years old. The program's goals were to accelerate young people business ideas and to identify their potential to start-up businesses (entrepreneurial potential). The program included management and market research components. The partnership between Shell Group of Companies Romania and CDE (Soros Foundation) implemented the program in Romania under the name "ChiarPOŢI", and the official launch took place in October 2002.
Name of employer	**Economic Development Centre (CDE) – Member of Soros Open Network (SON)**
Type of business or sector	Start-up businesses
Dates	**May 2002 – June 2002**
Occupation or position held	External Expert Consultant
Main activities and responsibilities	I was providing specialised consulting related to the market research field. I was supporting the company to extend its client portfolio. I was involved with providing expertise for running market research projects for the company's clients.
Name of employer	**MarketPlus Research & Consulting**
Type of business or sector	Market Research
Dates	**September 2001 – April 2002**
Occupation or position held	Product Manager
Main activities and responsibilities	Have increased sales volume for the brand (including analysing and evaluating sales stocks related to the brand). Have Implemented short-medium and long-term marketing strategies, managing all focused activities like promotions campaigns. Have evaluated the effectiveness of promotion and advertising programs.
Name of employer	**Henkel Romania**
Type of business or sector	FMCG Industry
Dates	**March 1995 – August 2001**
Occupation or position held	Vice President Business Development / Managing Director
Main activities and responsibilities	Main responsibilities consisted in developing company's new business and client portfolio (business development), and in positioning the "New Gallup Specialties Products" on the Romanian market. Have managed the day-to-day Gallup Romania office operations and have co-ordinated the market research activity by implementing the Gallup's research methodologies for research products addressing the Romanian clients. Have done all efforts to increase annually the company's margin and to improve its financial results (turnover), successfully doubling it on yearly base.
Name of employer	**The Gallup Organization Romania**
Type of business or sector	Market Research
Dates	**October 1992 – February 1995**
Occupation or position held	Executive Director / Research Director

Main activities and responsibilities	Responsible for the set-up of the new market research function as part of the company's business environment and for the management of the MR specialised entity, as part of the Graffiti/BBDO Group. Pioneering the implementation of standardised tools for quantitative and qualitative research, primarily for FMCG and for media & advertising research. Have managed the day-to-day BBSS office operations (specialised MR entity, part of Graffiti/BBDO) taking responsibilities in terms of developing company's client portfolio and implementing the company's own strategy.
Name of employer	**Graffiti/BBDO**
Type of business or sector	Advertising

Education and training

Dates	2001 – 2005
Title of qualification awarded	PhD in Economics, Specialization Marketing
Principal subjects/occupational skills covered	Marketing, Market Research
Name and type of organisation providing education and training	The Bucharest University of Economic Studies, The Faculty of Marketing
Dates	1984 – 1989
Title of qualification awarded	Bachelor of Science in Economics / Domestic trade
Principal subjects/occupational skills covered	Economics, Management, Marketing, Domestic trade
Name and type of organisation providing education and training	The Bucharest University of Economic Studies, The Faculty of Commerce

Personal skills and competences

Mother tongue: **Romanian**

Other languages

Self – assessment	Understanding				Speaking				Writing	
European level (*)	Listening		Reading		Spoken interaction		Spoken production			
English	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
Spanish	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user

(*) Common European Framework of Reference for Languages

Social skills and competences	Team working, communication abilities, including in difficult situations, empathy
Organizational skills and competences	Leadership, business strategy, business development, project management and evaluation, team organization (including multi-cultural teams' management), planning
Technical skills and competences	Knowledge sharing, training abilities, marketing research
Computer skills and competences	Advanced Microsoft Office skills, SPSS
Driving license	B category

Additional information

Publications

- "Debt crisis: What Europe thinks of Greece", ESOMAR Research World Magazine, Nov/Dec 2015
- "CEE 2014 Special – Research Romania", ESOMAR Research World Bulletin, Jan/Feb 2014
- Contributions to ESOMAR publications and guidelines (2010 – onwards)
- "The brand equity and the advertising effectiveness", presented at Marketing in the Modern Company Conference, The Bucharest University of Economics Studies, 1998
- "The non-probability sampling in the market studies", presented at Annual Meeting of Ph.D. Candidates Association, The Bucharest University of Economics Studies, 1998
- "The Focus Group Importance in the Advertising Research", presented at the 25th Anniversary of Marketing Teaching in Romania, The Bucharest University of Economics Studies, 1996

Projects

- Project Team Member – ESOMAR Guideline on Online Research (2014)
- Initiating a specialised Online Market Research Academic Curriculum – Ipsos/IIS in partnership with University of Economic Studies (ASE) Bucharest, Romania

Conferences

- Committee Chair and Organiser of the "Best of ESOMAR" series of events in Romania in the last over a decade (October 2022; October 2019; October 2018; March 2017; October 2015; June 2013; May 2012; June 2011), in partnership with ESOMAR, University of Economic Studies (ASE), Bucharest – Romania and SORMA (Romanian Market Research Association).
- Organiser, in partnership with the ESOMAR Representative of Georgia, of the ESOMAR event "Young Students short journey through ESOMAR and MR Industry" in November 2021, event opened to the regular students, master and PhD students younger than 30 years old from the Georgian and Romanian universities such as marketing/market research, sociology, psychology, etc.
- Organiser of the series of the Romanian research 3-days event under the ESOMAR "Community Circle" umbrella in June 2020, event attended via online by a large audience of Romanian research professionals and research buyers – Bucharest, Romania (with international participation)
- Committee Chair, ESOMAR Program Committee – ESOMAR CEE Forum, March 2014
- Organiser of ESOMAR Career Event in partnership with ASE Bucharest, March 2014
- Guest Speaker, BAMOR – ESOMAR event, Sofia - Bulgaria, April 2014
- Keynote Speaker, International Conference on Marketing and Business Development – University of Economic Studies (ASE) Bucharest – Romania, November 2013
- Annual participation at the ESOMAR Congress, ESOMAR 3D (online/digital) conferences (2008 – onwards)

Certifications / Trainings / Seminars

- Erikson Coaching International - "The Art & Science of Coaching" Program, Module #1 (Erickson Coaching International – Bucharest, Romania, October-November 2018)
- Deloitte Certificate of Achievement for attending the "IAPP CIPM (Certified Information Privacy Manager)" training (Deloitte Consulting – Bucharest, Romania, June 2018)
- Deloitte Certificate of Achievement for attending the "IAPP CIPP/E (Certified Information Privacy Professional/Europe)" training (Deloitte Consulting – Bucharest, Romania, June 2018)
- "Public Speaking Insights" Program (Amalia Sterescu Leadership Consultant –

Bucharest, Romania, November 2018)
- Business Communication and Client Service (Achieve Global - Bucharest, Romania, July 2008)
- Celemi: „Tango" – Strategic Management (Celemi/ASCENDIS – Bucharest, Romania, October 2012)
- Celemi: „Cayenne" – Successful Management (Celemi/ASCENDIS – Bucharest, Romania, June 2011)
- Talent Management (ASCENDIS – Bucharest, Romania, September 2010)
- Business Communication and Client Service (Achieve Global – Bucharest, Romania, July 2008)
- Management Program (Achieve Global – Bucharest, Romania, April 2008)
- Performance Management (Achieve Global – Bucharest, Romania, August 2007)
- Solving problems: solutions, improvements, and innovation (Achieve Global – Bucharest, Romania, July 2007)
- July 2003 – "Shell Worldwide Social Programs Training – Shell *Live*WIRE Program" – Newcastle, UK
- May 2001 – "Consociate and Sales Training Program: New Business Development" - Lincoln, Nebraska, USA
- May 2001 – "Gallup Workplace Management Training" – Lincoln, Nebraska, USA
- September 1999 – "GWM and Market Research Tools Workshop" – London, UK
- June 1996 – "Products & Services Training Workshop" – Lincoln, Nebraska, USA

Awards

- 2021 ESOMAR Award (received at the 2022 ESOMAR Congress – Toronto, Canada) – "Building Bridges" ESOMAR Representative Award
- 2017 ESOMAR Congress Award – ESOMAR 70th anniversary (Amsterdam, Netherlands) – „Expending the Reach" Representative Award
- 2013 ESOMAR Congress Award (Istanbul, Turkey) – "Representative Inspiration Award"
- "2000 The Gallup Organization Pioneer Award – For having the belief, courage and persistence to make a new Gallup office work" – Lincoln, Nebraska USA
- "1999 The Gallup Organization Outstanding Client Service Award" – London, UK
- "1999 The Gallup Organization Analytical Excellence Award" – Lincoln, Nebraska USA.

Affiliations

- ESOMAR Council Member (Board of Directors) – since April 2022 (elected member for two/2 years mandate 2023 – 2024)
- ESOMAR Representative (Romania) since January 2010 – Onwards
- Member of ESOMAR since October 2008
- President of SORMA – since 2018, re-elected in 2022 for 5 (five) years mandate, until June 2027
- Co-founder and Member of SORMA – Romanian Society of Marketing and Public Opinion Research (February 2001)
- Board Member, Marketing Doctoral School – Faculty of Marketing, University of Economic Studies (ASE), Bucharest – Romania (2013 – Onwards)
- Member of IAPP (International Association of Privacy Professionals) – since June 2018 – Present; The International Association of Privacy Professionals (IAPP) is the largest and most comprehensive global information privacy community and resource, helping practitioners develop and advance their careers and organizations manage and protect their data; the IAPP was founded in 2000 as non-profit organisation.

References

Available on request