



Alexandra Tiganas

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Passport: 057022074 **Gender**: Female **Date of birth**: 06/06/1969 **Place of birth**: Bucharest, Romania **Nationality**: Romanian

WORK EXPERIENCE

Asociația SciPublicForum

City: Bucharest | **Country**: Romania

[01/10/2023 – Current] **Founder**

- Founded and currently lead *Asociația SciPublicForum*, a non-profit organization dedicated to strengthening the relationship between science and society in Romania.
- Designing and implementing strategic projects aimed at promoting public engagement with science and improving researchers' communication skills.
- Coordinating partnerships with universities, research institutes, cultural organizations, and media outlets to broaden outreach and impact.
- Leading fundraising efforts and securing sponsorships to sustain programs and events.
- Supervising volunteers and collaborators involved in organizing training sessions, competitions, and science communication events.
- Developing innovative science communication formats (e.g., debates, workshops, public talks) to engage diverse audiences

Discovery Networks International

City: Bucharest | **Country**: Romania

[01/07/2011 – 28/02/2018] **Channel Director for Central and Eastern Europe**

- Directed the strategy, performance, and marketing of Discovery Networks' portfolio across Central and Eastern Europe.
- Defined content and programming strategies adapted to local audiences while ensuring alignment with global brand standards.
- Negotiated and managed brand partnerships with distribution platforms, advertisers, and production companies across multiple markets.
- Supervised a multicultural team of managers and coordinated cross-regional projects.
- Oversaw budget planning and financial performance of channels, ensuring profitability and growth in highly competitive markets.
- Launched new channel feeds, localized content, and marketing campaigns to strengthen Discovery's presence in the region.
- Represented the company at industry events, fostering strong relationships with stakeholders and enhancing corporate visibility.

Discovery Networks International

City: Bucharest | **Country**: Romania

[01/01/2008 – 30/06/2011] **Channel Manager for Romania**

TVR - The Romanian Public Broadcaster

City: Bucharest | **Country**: Romania

[01/01/2004 – 31/12/2007] **Head of Content Acquisitions, Sales, Subtitling and Programming**

- Directed the acquisition of international content, negotiating contracts with major distributors and ensuring high-quality programming for the national broadcaster.
- Developed programming strategies to balance imported content with national productions, in line with public service broadcasting goals.
- Oversaw the subtitling and localization of international programs to meet Romanian audiences' expectations and cultural context.
- Led the sales department responsible for monetizing TVR's content library and generating additional revenue streams.

- Coordinated cross-departmental teams (acquisitions, programming, subtitling, sales) to streamline workflows and optimize output.
- Managed relationships with international partners, production companies, and rights holders to secure advantageous deals.
- Monitored audience trends and competitive developments to inform strategic decisions and improve TVR's market share.
- Ensured compliance with national and European broadcasting regulations.

Prima TV

City: Bucharest | **Country:** Romania

[01/06/2003 – 31/12/2003] **Content Strategy and Acquisition Consultant**

- Advised management on programming strategy and content acquisitions for a national commercial broadcaster.
- Identified, evaluated, and recommended international formats, series, and films to strengthen the channel's portfolio.
- Supported contract negotiations with distributors and rights holders, ensuring cost-effective deals.
- Contributed to scheduling and programming decisions to align with audience expectations and market trends.
- Provided expertise on content localization and adaptation for Romanian viewers.
- Collaborated with internal teams to optimize program line-ups and maximize audience engagement.

National TV

City: Bucharest | **Country:** Romania

[01/12/2001 – 30/06/2003] **Channel Director**

- Led the establishment of a new national television channel, overseeing the entire process from licensing to programming strategy.
- Prepared documentation and secured official approvals for broadcast operations from relevant authorities.
- Defined the editorial and content direction of the channel in line with market positioning and audience needs.
- Negotiated and acquired international and local programming to build a diverse and competitive schedule.
- Designed and implemented programming grids to optimize audience retention and advertising revenue.
- Managed budget planning and resource allocation across acquisitions, production, and operations.
- Built and coordinated a multidisciplinary team responsible for acquisitions, scheduling, production, and marketing.
- Developed partnerships with content distributors, advertisers, and production companies to ensure the channel's growth and visibility.
- Represented the channel in industry forums and negotiations, strengthening its position in a competitive media landscape.

MediaPro Company

City: Bucharest | **Country:** Romania

[01/07/1992 – 31/03/2001] **Editorial and Management Roles**

- Advanced through a series of increasingly responsible roles, reflecting professional growth and broadening expertise in media and communication.
- Reporter / TV and Radio Host & Producer (early career) – created and presented programs for television and radio, gaining national visibility and recognition under the professional name *A da Roseti*.
- Editor-in-Chief of a Media Magazine – led editorial strategy, coordinated a team of journalists, and delivered content that shaped debates in the Romanian media landscape.
- PR Director of Film Studios (senior role) – managed communication and promotional strategies for major productions, strengthening industry relations and public visibility of the studios.
- Built strong skills in public communication, content creation, and media relations, contributing to both organizational objectives and personal recognition.

- Established a professional reputation as a trusted media communicator, still remembered by audiences under the *Ada Roseti* pseudonym.
- Developed transferable skills in public speaking, audience engagement, and storytelling that later became essential for science communication and educational projects.

EDUCATION AND TRAINING

[01/10/2018 – Current]

Doctoral student

University of Bucharest | www.unibuc.ro

City: Bucharest | Country: Romania |

[15/09/1991 – 31/07/1992]

Master of Science (MSc) in Inorganic Chemistry

University of Bucharest | www.unibuc.ro

City: Bucharest | Country: Romania |

[15/09/1987 – 31/07/1991]

Bachelor of Science (BSc) in Chemistry

University of Bucharest | www.unibuc.ro

City: Bucharest | Country: Romania |

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

French

LISTENING C1 READING C2 WRITING B2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

science communication | community building | project management | public speaking | team leadership | science education | science communication training

OTHER SKILLS

Other skills

Communication skills

- Excellent public speaking and science communication skills, developed through extensive experience as a TV/radio host, lecturer, and public speaker (TEDx, ICEEfest, etc.).
- Skilled in adapting complex information for diverse audiences (academic, media, general public).
- Recognized as a public communicator under the professional name *Ada Roseti*, with long-standing visibility in Romanian media.

Managerial and organizational skills

- Strong leadership and project management skills, gained as founder and president of *Asociați a SciPublicForum* and *Games of Science*.
- Experience in coordinating multicultural teams and managing cross-country projects (Discovery Networks International).
- Expertise in organizing large-scale events, training sessions, and competitions for researchers and the public.

Research and academic skills

- Qualitative and quantitative research methods in psychology and education sciences.
- Curriculum and training design for science communication and public engagement.
- Academic writing, conference presentations, and peer collaboration.

Digital skills

- Proficient in MS Office Suite (Word, Excel, PowerPoint).

- Experienced with online collaboration tools (Zoom, Teams, Google Workspace).
- Familiar with digital content creation, podcasting, and social media management.

Other skills

- Applied improvisation techniques for training and facilitation (member of Applied Improvisation Network).
- Black belt in Krav Maga; trainer in self-defence, with strong skills in discipline, focus, and resilience.

CONFERENCES AND SEMINARS

- [05/2020] **Public Communication of Science and Technology** Online
 A Look into What Romanian Researchers Think About the Public with Which They (Don't) Engage
Link: <https://www.pcst.network/document/know-your-audience-a-look-into-what-romanian-researchers-think-about-the-public-with-which-they-dont-engage/>
- [11/2021] **Science @ You** Metz
 You want to talk, but are you listening? said the trainer to the scientist
Link: https://www.science-and-you.com/sites/science-and-you.com/files/users/documents/web_livre_actes_sessions_paralleles_def_isbn.pdf
- [12/2021] **Science Communication Trainers Network 2021** Convening Online
 Condescendingly Yours: how do scientists see themselves in relation to their publics

NETWORKS AND MEMBERSHIPS

Public Communication of Science and Technology

Link: <https://www.pcst.network/>

Science Communication Trainers Network

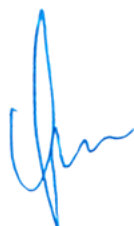
Link: <https://www.sctn.online/home>

Applied Improvisation Network

Link: <https://www.appliedimprovisationnetwork.org/>

PUBLICATIONS

- [2023] **[Exercises to develop active listening and meaningful conversations](#)**
Authors: Anghelescu, A., & Sirbu, M. | **Journal Name:** Teaching science students to communicate: A practicat guide | **Volume, Issue and Pages:** pp. 443-450 | **Publisher:** Springer
- Romanian visible scientistis: influencing society throughout the ages**
Authors: Anghelescu, A | **Journal Name:** Revista de pedagogie | **Volume, Issue and Pages:** in print
- [2021] **Cum vorbim cu publicul despre știință, după părerea unui profesor de drept**
Authors: Roseti, A | **Journal Name:** Curierul judiciar | **Volume, Issue and Pages:** XX(8), pp. 443-445



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