



CLAUDIU LUCACI

PERSONAL DETAILS

claudiu_lucaci@yahoo.com

Excellent skills in institutional communication, journalism and PR, developed throughout professional experience as spokesperson for the Romanian Government, director of news and head of diplomatic mission in US. Advanced management and leadership skills, gained throughout different coordinating positions in public institutions and area related to media (managing the News & Current Affairs Department, Romanian Public Television, over 250 employees). Solid knowledge of the administrative processes; experience in dealing with Government and other institutions and official bodies, excellent leadership and negotiations abilities; skills related to lobby and strategic communication; strong competences in strategic planning; skills in elaborating strategies of public communication developed during the job exercise at the Romanian Public Television, Romanian Government, Ministry of Foreign Affairs, Ministry of Youth and Sports; very good communication and interpersonal relations skills; adaptable in complex situations; highly valuing compliance and integrity; team-player, innovative and creative; deep loyalty and confidentiality with high ethical standards.

PROFESSIONAL EXPERIENCE

Date: 1994 – at present
Company & City: Romanian Public Television, Bucharest
Job Title: Coordinator for strategic planning of regional TVR channels 2017
Member, Board of Directors 2012 – 2016
Director News & Current Affairs 2012 – 2016
Executive producer 2005 – 2009

Responsibilities: Building and developing a wide range of political/social/business networks and strong relationships with decision makers and relevant stakeholders;
Appointed as member of the Regulatory Board of Directors for reshaping the corporation legal framework;
Monitoring the institutional legal/regulatory frame evolutions and liaison for internal audiences;
Coordinating work groups, delivering position papers and relevant management plans for the Romanian Government, Parliament's committees and other stakeholders;
Budgetary planning and control management, capacity assessment;
Developing work procedures and management standards;
Planning, coordinating and supervising live broadcast, streaming and online media;
Promoting Company's values, code of Ethics;
Ensuring full compliance of actions with legal requirements and ethical norms;
Coordinating interdisciplinary projects, special editions, breaking news and editorial projects;
Fundraising and public partnerships;
Representing TVR in various industry's bodies: European Broadcasting Union (EBU), European Regional Organisation (ERNO).

Main achievement/
Projects: Restructuring News Department from 350 to 250 employees (2013);
Delivering sets of professional standards for News Department (2015);

Opening first TVR newsroom abroad, Chisinau, R. Moldova (2014);
Editorial coordinator for NATO Summit (2008) ;
Advocacy for Internship Bill passed by the Romanian Parliament in 2014
CSR campaigns <http://stiri.tvr.ro/ajutaromania.html>; <http://stiri.tvr.ro/izolatiprintrenoi.html> (2014);
Acknowledgements for special projects, such as CSR campaigns and NATO Summit .

Date: May 2003 – April 2005
Company & Ministry of Foreign Affairs
City: Los Angeles, USA

Responsibilities: Prepares, implements and carries out public relations strategy and policy, in order to support the Diplomatic service's objectives achievement;
Responsible for creating and implementing a favorable environment for the Romanian Government in US;
Developing best practices, share information with other foreign missions and maximize public awareness on country's profile;
Conducting diplomatic relations, implementing strategies of public communication, marketing, human resources and administrative coordination of the Office;
Negotiating and clenching commercial public and private contracts.

Job title: Consul General
Main Achievement/ Remembrance of the Holocaust (2004);
Projects: First library in Los Angeles for the Romanian community (2004);
First official website dedicated exclusively for a diplomatic mission (2003);
Supporting first network community of young professionals RAPN (2003).

Date: January 2001 - May 2003
Company & Government of Romania, Bucharest
City:

Job title: Spokesperson (Press Secretary), State Secretary
Responsibilities: Advises Prime Minister in the anticipation of a changing environment on the following fields:
Media and public image, Institutional & Government relations;
Developing and implementing strategies of public communication;
Building and developing networks and trust based relationships with opinion leaders and relevant media organizations;
Build trust, preserve and develop the good governance, public image and transparency of the Romanian Government;
Deliver a coordinated interaction strategy and formulation of relevant positions and solutions for the management of relationships with other governmental branches, international public entities and internal and external communities;
Budgetary planning for Mass - Media Department;
Coordinating public communication operations for central and local public administration;
Schedulling and coordinating interviews, press statements, press releases and special training for government's officials in media matters.

Main Achievement/ New set of rules of conduct and ethics in public communication (2002);
Projects: Start-up for a consolidated Department of Public Communication (2001);
Law of free access to public information (2001).

LANGUAGES

English advanced
French medium
German basic

TRAININGS/WORKSHOPS/CONFERENCES

John F. Kennedy School of Government, Harvard University (2003); European Institute, Brussels (1996), Workshops and Scholarships in USA (2001), Greece (1995), Germany (1991); International and national conferences, scientific communications and numerous articles for printed press and TV shows

EDUCATION

- October 2003 – May 2010 *PhD in Sociology, Sociology of Communication and Mass-media*
University of Bucharest, the Faculty of Sociology and Social Works, 9 Schitu Magureanu St., Sector 5, Bucharest (www.unibuc.ro)
Doctoral studies
- October 2006- July 2008 *Master in Public Policies and European Integration*
The National School of Political and Administrative Studies, The Faculty of Political Science, 6 Povernei, sector 1, Bucharest (www.snsps.ro)
Master Studies
- October 2000 - May 2001 *Master in Organizational Management – specialization in Institutional Public Communication*
“Ovidiu Șincai” Academy for Post-University Studies
Master Studies
- October 1987 – July 1993 *Bachelor of Science in Mechanical Engineering*
Technical University of Civil Engineering, Faculty of Technological Equipment, Bucharest (http://utcb.ro/utcb/index_en.html)
Bachelor studies