

## Contact

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## Top Skills

Higher Education Research  
Guest Lecturing  
Higher Education

## Languages

English (Full Professional)  
French (Full Professional)  
Romanian (Native or Bilingual)

# Florina Pinzaru

Dean and Full Professor, Habil. - School of Management, National University of Political Studies and Public Administration (SNSPA)  
Bucharest, Bucharest, Romania

## Summary

As an experienced consultant and trainer, I define myself above all as a researcher and professor in Strategic Management and Marketing. I strongly believe that high-quality education is one of the pillars of development. Passionate about books and travel, I am always ready to find a new idea and to share it with my students. My current research interests focus on the advances in sustainable management in the context of digital transformation, with a focus on customer trends.

Check my research: <https://scholar.google.com/citations?user=Muw1E7kAAAAJ&hl=ro>

Check my blog: <https://www.managerial.ro/>

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## Experience

Scoala Nationala de Studii Politice si Administrative (SNSPA)  
21 years 7 months

Professor and Dean of the School of Management  
February 2013 - Present (11 years 8 months)  
Bucharest, Romania

Research and teaching Strategic Management and Marketing (bachelor, master's, and doctoral programs). Management of all teams and academic activities of the School of Management, SNSPA.

Achievements:

- Launch of the doctoral specialization in Management of SNSPA (2019);
- Launch of four master programs in Entrepreneurship, Digital Transformation of Business (double degree with the University of Sheffield International Faculty CITY College - Management of Business, Information and Technology), Management & Corporate Branding and Programs & Investments Management (2015-2016);

- Accreditation of the School of Management of SNSPA by the Romanian Agency for Quality in Higher Education ARACIS (2014) - bachelor level;
- Creation and management of the Center of Research in Management and Leadership, School of Management, SNSPA (2013-2018);
- Co-chair of the international academic conference Strategica, organized every year since 2013 by SNSPA in partnership with the National Bank of Romania ([www.strategica-conference.ro](http://www.strategica-conference.ro));
- Co-editor of the international academic journal indexed in international databases Management Dynamics in the Knowledge Economy ([www.managementdynamics.ro](http://www.managementdynamics.ro)).

#### Professor

March 2003 - Present (21 years 7 months)

- Supervising Ph.D. thesis in Management;
- Teaching courses in Management, Marketing , and Business Communication for undergraduate and graduate students;
- Associated Professor for SNSPA (Romania)-Sheffield University (UK) double degree MA in Marketing, Advertising and Public Relations, Bucharest (2013-2019): teaching Retail Marketing and Global Marketing.

#### Chronological evolution:

- Since 2019: Professor, School of Management and School of Communication and Public Relations, SNSPA;
- 2012 - July 2019: Associate Professor, School of Management and School of Communication and Public Relations, SNSPA;
- 2004-2018: Executive Manager of the Master in Management and Business Communication (2004-2018) of the School of Communication and Public Relations, SNSPA;
- 2009 - 2017: Executive Manager of the Master in Brand Management and Corporate Communication of the School of Communication and Public Relations, SNSPA;
- 2007-2012: University Lecturer, School of Communication and Public Relations, SNSPA;
- 2003 - 2007: University Assistant, School of Communication and Public Relations, SNSPA.

#### Other projects:

- Project Manager of the Online SNSPA International Week - 4 days with 26 academics and practitioners from 18 countries to teach, debate, and conduct study groups at SNSPA (2020, 2021);
- Project Manager of the School of Communication and Public Relations anniversary event "20 years of innovation in communication", SNSPA (2018);
- Project Manager of the event The Digital Revolution - launch in Romania of the World Bank Development Report 2016, SNSPA (2016);
- Project Manager of the European Citizenship Week at SNSPA, a week with 5 events (conferences, workshops, student contests, Doctor Honoris Causa for Mr. Guy Verhorsfstadt) (2013);
- Project Manager of The Communication Days, SNSPA, 2008.

Interim Dean of the School of Management

September 2011 - February 2013 (1 year 6 months)

Management of all activities and teams of the school.

Achievements:

- A better awareness of the faculty both at the national and international levels in the academic field.
- An unique positioning of the Faculty of Management on the Romanian academic market, through the practical activities developed for students and practitioners, such as (selection): BizMasters conferences and workshops; Let's Share philanthropic activities; FMSNSPA Days etc.
- The development of the research activity of the faculty.
- The continuous development of partnerships with well-known companies from various industries in the Romanian market.

Texas A&M University-San Antonio

Visiting Professor

August 2024 - Present (2 months)

San Antonio, Texas, United States

Visiting Professor at the College of Business

Teaching full course in Principles of Management

Research and lectures

ISIT

Visiting Professor

October 2019 - Present (5 years)

Paris, Île-de-France, France

2024-2025: Full course in Management, Marketing, and Communication for 3rd year undergraduate students

2024-2025: Full course in Economics for 1st year undergraduate students  
2023-2024: Full course in Management, Marketing, and Communication for 3rd year undergraduate students  
2023-2024: Full course in Economics for 1st year undergraduate students  
2022-2023: Full course in Economics for 1st year undergraduate students (ISIT bachelor degree and common degree ISIT & EFREI)  
2022-2023: Full course in International Economics for 3rd year undergraduate students  
2022-2023: Full course in Management, Marketing and Communication for 3rd year undergraduate students in International Management  
2021-2022: Full course in Economics for 1st year undergraduate students  
2021-2022: Full course in International Economics for 3rd year undergraduate students  
2020-2021: Full course in Introduction in Management for 1st year undergraduate students enrolled in the ISIT-EFREI double degree programme in Brand Management  
2019-2021: Full course in Management for 2nd year undergraduate students

#### Uniwersytet Przyrodniczo-Humanistyczny w Siedlcach

##### Visiting Professor

January 2016 - March 2021 (5 years 3 months)

Siedlce, Mazowieckie, Poland

2020-2021: Full course in Customer Relationship Marketing for 2nd year undergraduate students

2016-2017: Full course in Marketing for 1st year undergraduate students

2016-2017: Full course in Research Marketing for 3rd year undergraduate students

#### ENGIE Romania

10 years 3 months

##### Marketing Communications Consultant

October 2011 - June 2016 (4 years 9 months)

Bucharest, Romania

Consultancy through Rinya Consulting and Training in B2C and B2B marketing communication: insights for annual plans, points of view on proposed campaigns, and feedback on various promotional actions.

##### Marketing Communications Manager

April 2006 - September 2011 (5 years 6 months)

Romania

Marketing Communication Management for ENGIE Romania (former GDF SUEZ Energy Romania, former Distrigaz Sud), 2006-2016.

- Marketing communication strategy and annual plans, marketing communication campaigns, brand management, digital marketing strategy, coaching and coordination of the marketing communication team.

- Several projects (selection): ExpertGaz brand (2007 - 2012); Asigaz brand (2009); rebranding: from Distrigaz Sud, to GDF SUEZ Energy Romania (2009) and from GDF SUEZ to ENGIE (2015); advertising campaigns (TV, radio, H&D press, OOH, digital, etc.); concept and coordination of the "Oxygen. Energie pentru afaceri" customer magazine and annual conferences for business customers; digital strategy, etc.

## Freelance

### Management and Marketing Trainer

2005 - 2015 (10 years)

Delivered programmes (selection):

Hospitality Marketing, Fashion Marketing - Inside Coach Academy (2014, 2015);

Negotiation Techniques - Romanian Paying Agency for Rural Development and Fishery (LDK Consulting), Sinaia – Predeal – Poiana Braşov - Mamaia, Romania (2011-2012);

Communication for Managers and Public Communication of Decision Makers – National Bank of Romania, Bucharest, Romania (2010, 2011);

Internal Marketing for Managers; Marketing B2B for Managers - Picant, Bucharest, Romania (2008, 2009);

Marketing and Public Relations for Managers - Fiatest, Bucharest, Romania (2007, 2008, 2009);

Communication for Project Managers - Danex Form, Bucharest, Romania (2008);

Communication for Managers - Câmpulung Muscel City Hall (2008);

Industrial Marketing and Key Account Management. Selling and Negotiation Techniques - Ductil Air Liquide, Buzău, Romania (2008);

Public Relations and Negotiation Techniques for Managers - Standard Consulting, Bucharest, Romania (2007);

Business Communication and Negotiation Techniques for Managers - Rinya Consulting & Training, Sinaia, Romania (2007);

Company Rating - Formenerg, Jupiter, Romania (2005).

## Academia de Studii Economice din Bucureşti

Associated Professor

October 2006 - June 2014 (7 years 9 months)

Bucharest, Bucharest, Romania

2014-2017, School of International Economic Relations, a full course on International Corporations Management, delivered in English

2009-2010, School of International Economic Relations, a full course on PR and Events Management, delivered in French

2005-2006, School of Management, a full course on Communication in Project Management, delivered in Romanian

**Mobexpert**

Public Relations Consultant

December 2004 - December 2005 (1 year 1 month)

București, România

Consultancy on PR strategy and implementation for Mobexpert (2004-2005), through Evolutiv Agency. PR strategy, PR annual plan, press releases etc.

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## Education

European University Institute

Certificate Executive Training School of Transnational Governance, Agents of Change: the Economics and Politics of Reforms 16-17.09.2019 · (2019 - 2019)

Academia de Studii Economice din București

MA, Strategic Marketing · (2005 - 2007)

Academia de Studii Economice din București

PhD, International Economics · (2004 - 2007)

Academia de Studii Economice din București

BA, International Economic Relations · (1998 - 2003)

Institut d'Etudes politiques de Paris

Visiting Student, Cycle International d'Etudes Politiques, Communication et Marketing · (2001 - 2002)