



LIVIU POPESCU

ISTORIC PROFESIONAL

1991 – 2008 jurnalist – reporter, redactor, editor, producător, prezentator, în radio și televiziune

2008 – 2021 public affairs – director executiv, director relații externe în asociații profesionale, director general interimar SRR

REALIZĂRI PROFESIONALE

JURNALISM

Director General Interimar al Societății Române de Radiofuziune

Producător la secția română a BBC World Service, Londra

Redactor șef al Știrilor TVR

Implementarea primei etape de digitalizare a știrilor la TVR

Editor al știrilor Realitatea TV

PUBLIC AFFAIRS

Campanie de poziționare a sănătății ca prioritate politică (2016, 2020)

Legea infrastructurii pentru comunicații electronice

CALITĂȚI PROFESIONALE

Excelent comunicator

Negociator eficient

O bună înțelegere a proceselor decizionale

TRECUT PROFESIONAL

DIRECTOR GENERAL INTERIMAR, SOCIETATEA ROMÂNĂ DE RADIOFUZIUNE
2021

CONSULTANT, DIALECTIQ, FONDATOR
DIN 2019

DIRECTOR EXECUTIV, ROMANIAN BUSINESS LEADERS

2019-2020

**DIRECTOR RELAȚII EXTERNE, ASOCIAȚIA ROMÂNĂ A PRODUCĂTORILOR
INTERNAȚIONALI DE MEDICAMENTE**

2016-2019

DIRECTOR EXECUTIV, ASOCIAȚIA OPERATORILOR MOBILI DIN ROMÂNIA

2008-2016

EDITOR, REDACTOR ȘEF, PROJECT MANAGER, TVR

2006-2008

EDITOR, REALITATEA TV

2005-2006

EDITOR, PRIMA TV

2002-2005

PRODUCĂTOR, BBC WORLD SERVICE, LONDRA

1999-2002

EDITOR ȘTIRI, PRIMA TV

1997-1999

**PROFESOR ASOCIAT, FACULTATEA DE JURNALISM ȘI ȘTIINȚELE COMUNICĂRII,
UNIVERSITATEA BUCUREȘTI**

1996-1997

EDITOR ȘTIRI, RADIO PRO FM

1994

EDITOR ȘTIRI, RADIO TOTAL

1993-1994

REPORTER, REDACTOR, PREZENTATOR ȘTIRI, RADIO DELTA

1991-1993

EDUCAȚIE

**FACULTATEA DE JURNALISM ȘI ȘTIINȚELE COMUNICĂRII, UNIVERSITATEA
BUCUREȘTI, DIPLOMĂ DE LICENȚĂ, 1991-1995**

**FACULTATEA DE JURNALISM ȘI ȘTIINȚELE COMUNICĂRII/SNSPA, MASTER ÎN
JURNALISM ȘI COMUNICARE POLITICĂ**

fără dizertație

Profile summary

- Senior executive, with over 15 years of experience in lobby, public policies and government affairs, crisis management and public relations. Also, over 10 years of public communication in various high profile and editorial roles.
- Record of accomplishment in managing strategic communication on behalf of telecom and pharma industries in Romania, successfully dealing with high level stakeholders, at ministerial, Presidential, Parliamentary, local authorities and regulatory agencies level.
- Impressive knowledge of decision-making processes and a deep understanding of public communication mechanisms and the related influencers.



Career Background

Romanian Public Radio – Radio Romania		Acting Director General
Bucharest, Romania		2021
Role	Managing operations of an organization with 1.800+ people and 16 radio channels: programs, editorial policy, budget, technical issues, HR, finance (80+ mil Euro/year)	
Challenges	Improving the edge and relevance of the Romanian public radio, while aiming for improved results in terms of audience and organizational efficiency	
Dialect-IQ		Owner
Bucharest, Romania		2019 – present
Role	Consultant for government affairs and strategic communication projects	
Challenges	Tailoring specific strategies and arguments for industries with an elevated level of regulatory burden	
Romanian Business Leaders Foundation (RBL) – Main association of Romanian entrepreneurs		Executive Director

Bucharest, Romania	2019 – 2020
Role	Overseeing operations for the projects related to education, entrepreneurship, and good governance (main mission of the Foundation) Ensuring representation of members interests into Coalition for Romania’s Development (CDR), main advocacy vehicle in Romania, of which RBL is a founding member
Challenges	Maintaining the edge and relevance, while aiming for systemic impact of the projects of the Foundation

Romanian Association of International Medicines Producers – ARPIM (R&D pharma trade association)

External Affairs Director

Bucharest, Romania	2016 – 2019
Role	Representing the trade association (28-member companies) to a broad range of third parties – Parliament special committees, politicians, regulatory agencies, media, patient advocacy groups, healthcare professional associations, and medical societies, etc.
Challenges	Improving the way industry was perceived at the level of general public, patient associations, healthcare professionals and decision makers. Developing new communication tools and vectors.

Romanian Association of Mobile Operators

Executive Director

Bucharest, Romania	2008 – 2016
Role	Full responsibility of representing members (Vodafone, Orange and Telekom) to a broad range of third parties – regulators, politicians, administration, media, etc.
Challenges	Representing and promoting industry interests to main regulators: ANCOM (electronic communication regulator), Communication Ministry, Parliament, ANPC (consumer protection regulator), various ministries, local councils, etc. Controlling and subduing media coverage on electromagnetic field effects on health

TVR – Romanian Public Television

Editor-in-chief and Project Manager, News Department

Bucharest, Romania	2006 – 2008
Role	Managing news operations and multi-channel daily output and, as a project manager, digitalizing the workflow within the News Department.

As editor-in-chief I was member of the Public Television's Management Committee

Challenge Reconstructing the credibility of the news output of the public television

 Digitalization the workflow

Realitatea TV, Prima TV **News editor, News Department**

Bucharest, Romania 2002 – 2006

Role Managing news operations and output on a daily basis.

Challenge Build the trust of the audience.

BBC World Service – Romanian Section **Producer**

London, UK 1999 - 2002

Role Producing section's news and current affairs programmes in part or in whole

Challenge Overcome difficulties of covering Romanian topics from abroad

 Maintaining high editorial standards in line with corporation's standards

Journalism Faculty, University of Bucharest, and Media University (Media Pro) **Associate Professor**

Bucharest, Romania 1997-1999, 2003-2005

Role Teaching ethics and radio/TV production.

Challenge Adapt curriculum to promote higher editorial and production standards.

Education & Studies

- Bachelor of Science, Journalism and Mass Communication Studies, University of Bucharest, 1995.
- Master classes, Journalism and Political Communication, University of Bucharest/SNSPA, 2013, **all but dissertation.**