

## PROFESSIONAL EXPERIENCE

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|------------------------------|--|
| June 2023 – June 2025        | <p>Consultant (STC)</p> <p>World Bank Group's Finance, Competitiveness &amp; Investment Global Practice (FCI)</p> <ul style="list-style-type: none"> <li>▪ Field coordinator for the Impact Evaluation</li> <li>▪ Preparation of data collection protocols, procedures, and survey instruments</li> <li>▪ Data Management Support, Randomized Controlled Trials</li> </ul>   |
| October 2022 – February 2023 | <p>Trainee</p> <p>European Research Council Executive Agency</p> <ul style="list-style-type: none"> <li>▪ ERC Grants evaluation and monitoring (Social Sciences and Humanities, Economics Panel)</li> </ul>  |
| 2018 - 2023                  | <p>Executive Director</p> <p>RoMontana Association</p> <ul style="list-style-type: none"> <li>▪ Administration of the association according to the Board's decisions</li> <li>▪ EU Projects' writing an implementation, partnerships</li> <li>▪ Representation at national level (WG for Mountain Regions Strategy), international (SARD protocol WG, of the Carpathian Convention)</li> </ul> <p>Type or sector of activity: NGO (national level), sustainable mountain development</p>   |
| 2020 - present               | <p>Management Consultant</p> <p>P.F.A. COCA ANDREI (freelance)</p> <ul style="list-style-type: none"> <li>▪ Development of marketing studies, business plans, feasibility studies</li> <li>▪ Grant writing services for SMEs and research from ESIF and National Schemes</li> <li>▪ Provision of mentoring services for businesses</li> <li>▪ Tender proposals</li> </ul> <p>Type or sector of activity: Management consultancy (B2B)</p>  |
| January 2019 – July 2020     | <p>Expert, Public Relations Specialist</p> <p>North-East Regional Development Agency / DG Communication, Innovation and External Cooperation</p> <ul style="list-style-type: none"> <li>▪ Policy analysis, statistical analysis, call for proposals assessment, project implementation</li> <li>▪ Event management</li> <li>▪ PR and marketing campaign related to regional innovation, collaborative innovation, match-making research bodies and companies</li> <li>▪ Monitoring and Evaluation of RIS3 North-East 2014-200</li> <li>▪ Drafting RIS3 North-East Spart Specialization Strategy 2021-2027</li> <li>▪ Supporting research and business trainings</li> </ul> <p>Type or sector of activity: NGO – Public Body, Innovation Management and Research Valorization</p> |
| 2013 – 2017                  | <p>Assistant Manager</p> <p>RoMontana Association</p> <ul style="list-style-type: none"> <li>▪ Writing project proposals</li> <li>▪ Technical reporting</li> <li>▪ Monitoring and Evaluation, Technical assistance, Communication and exploitation activities within implemented projects, Community building</li> </ul>   |
| 2016 – 2021                  | <p>Associate Researcher</p> <p>CeMont – Centre for Mountain Economy (INCE/Romanian Academy)</p> <p>Scientific research of Legislation and Mountain Policy, Mountain Product, Cultural Heritage, EU policy funding in Romanian Rural and Mountain Area</p>  |
| 2016                         | <p>Assistant Researcher</p> <p>CeMont – Centre for Mountain Economy (INCE/Romanian Academy)</p>  |

## EDUCATION AND TRAINING

- 2020 – present    Ph.D. Student  
G.E. Palade University of Targu Mures
- Doctoral School of Engineering and Management
  - Main research theme: Innovation Management and Technology Transfer in European Mountain Areas (focus: Alps vs. Carpathians)
- 2009 – 2011    Postgraduate specialization studies  
Al. I. Cuza University of Iasi, Doctoral School in Human Geography
- Main research theme: Călimani Mountains – Landscaping and planning for tourism in the context of EU integration
- 2007 - 2009    Master's degree in European Studies  
Al. I. Cuza University of Iasi, Centre of European Studies
- Graduation subject: Călimani Mountains: Problems and perspectives on landscape planning in the European context
- Regional Development
  - Project Management
  - European Cultural Identity
  - European Policies
- 2003 – 2009    Bachelor's degree, License in History – English Language and Literature (double degree)  
Al. I. Cuza University of Iasi, Faculty of History
- Graduation subject: The impact of the Mongol invasion on trade at the Black Sea and Lower Danube
- Ancient, Medieval, Modern and Contemporary History
  - English and American Literature
  - English grammar and syntax
  - Arts History

## PERSONAL COMPETENCIES

Mother tongue(s)    Romanian

Other known foreign languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
French	B1	B2	A2	A2	A1

- Communication skills
- Good communication skills, acquired due to the complex activity of project management, sales and negotiation in business, policy analysis, consortium building, scientific research and RDI exposure
  - Training skills
  - Box to box team player

Organizational / managerial skills

- Leadership – acquired in the position of Executive Director of RoMontana, upon experience in the management of the EU/national funded projects, including coordination of working groups
- Good organizational skills – obtained as result of the management of projects
- Quality management systems, process and procedures

Digital skills

- Advanced knowledge of MS Office 365 package
- SPSS, Stata
- Advanced knowledge of digital editing – Canva, VideoScribe, Mailchimp
- Beginner-level knowledge of web editing – Wordpress, InDesign image editing programs.

A good knowledge of the utility and use of the main management information systems – ERP, CRM, DMS as result of management consulting activities and working on communication at RoMontana and North-East Regional Development Agency

Other competencies

- Development and implementation of volunteering and fundraising projects for NGO / CSO's;
- Horse riding, flyfishing, hiking
- Haymaking, animal husbandry and logging (working at family business age 12 - 20), radio theater actor (age 15-19)
- Tourist guide: local heritage – history and culture, motorcycle tours (on public roads, gravel, and tarmac), mountain trails

Driver's license      Category A, B (active since 2008)

*Annexes      Academic papers, publications, projects, trainings and certifications*



#### Academic Papers

- Iașu C., Boghinciu M., Coca A., Ibănescu B., Munteanu A., Preliminary study of Active Tourism stages in Dornelor Basin, Proceedings of the 5th WSEAS International Conference on Economy and Management Transformation, Vol. I, 2010, p. 113-119. ISSN: 1792-5983, ISBN: 978-960-474-240-0
- Iașu C., Munteanu A., Boghinciu M., Coca A., Ibănescu B., Active Tourism in Dornelor Basin – between Possibilities and Spatial Manifestation in International Journal of Energy And Environment, Issue 2, Volume 5, 2011, p. 175-182. ISSN: 1109 – 9577
- Ungureanu D., Rey A.-R., Coca A., Maurer C., Baumgartner C., Mitrofanenko T., Lun L.-M., Innovation in Rural Tourism - „InRuTou” - A complex international project, with innovative tools for sustainable development of rural tourism in mountain areas in „Turismul rural românesc în contextul dezvoltării durabile. Actualitate și perspective”, 2014
- Rey A.R., Coca A., The Externalities of Mountain Areas in the Context of Sustainable Development, in Revista de Montanologie, Volume 3, 2015, p. 46-53. ISSN: 2360 – 6215
- A.R. Rey, A. Coca, Preliminary study on the contribution of EU funds to the sustainable development of Romanian mountain area, 2016; Paper presented during the Fourth Scientific Meeting of Forum Carpathicum (Bucharest, September 28-30, 2016)
- A. Coca, Preliminary study on the historical monuments of national and local interest, located in the Romanian mountain area, Revista de Montanologie, vol VI, 2016, ISSN: 2360 – 6215
- A. Coca, P. Blaga, Gaps and preliminary perspectives concerning innovation infrastructure in the Carpathian Countries, in Acta Marisiensis Seria Oeconomica, 2021, ISSN 2668-3989, ISSN L 2668-314
- A. Coca, R. Gabor, Optional Quality Term 'Mountain Product' among Geographical Indications. How do we Stand in the Carpathian Countries, 2021, ISSN-L 2067-0532, ISSN online 2344-5386, XXIIth Edition, 2021, Galati, Romania
- A. Coca, R. Gabor, Do Innovation Metrics Reflect Sustainable Policy Making in Europe? A Comparative Study Case on the Carpathian and Alpine Mountain Regions, DOI: 10.3390/math11061558
- R. Gabor, F. Oltean, A. Coca, Innovative Tourism Products as Sustainable Solutions for Emerging Economies, DOI: 10.2478/eoik-2023-0007

#### Other Publications

- Various academic posters and professional presentations during workshops and conferences (research valorization, European funding, sustainable development in mountain regions, innovation management).
- Innovation in Rural Tourism. Cases from European Mountain Communities
- Innovation in Rural Tourism. Transferability Manual
- Carpat Sheep: best practice guide - a synthesis with regard to pasture management, animals well-being, sheepfold - cheese making facilities, recipes and product specifications, marketing, vocational training
- The Carpat Sheep project in Romania – It all starts with the grass!
- Forestry related deliverables, brochures, leaflets (certification, management of forest owners' associations)

#### Implemented Projects

- Elaboration of the Management Plan for ROSPA0089 Obcina Feredeului. Organizer of Community meetings, awareness activities and public consultation sessions, 2013
- InRuTou – Innovation in Rural Tourism, 2013 – 2015

Funded through the Lifelong Learning Programme of the European Commission. Responsible for creating the stakeholder database, baseline analysis based on questionnaires, organization of workshops, trainer, pilot testing of the results, presentation of the project at local, national and international level, technical reporting.

▪ Greenovation Challenge, 2014 – 2016

Project funded by EEA Grants having as general objective the development of young people's skills for innovation in sustainable development. I was responsible for creating study materials, offering webinar presentations, providing feedback and mentoring for the development of students' project proposals (950 students, 50 teachers from 37 high schools of Romania).

▪ Sustainable Agricultural Models for the Romanian Mountain Area, 2014 - 2016

Project financed by the Swiss-Romanian Cooperation Program, with the aim to improve technological capabilities of mountain sheepfolds / milk processing units at higher altitudes and to provide training for the local workforce. Responsible for organizing project meetings, external meetings with high-level stakeholders, securing an effective dialogue with local communities, dairy data collection, technical assistance for animal wellbeing and pasture management, overall monitoring and evaluation, creating and following up the implementation of communication and sustainability plans, technical reporting.

▪ Strengthening the capacity of forest owners' associations for sustainable forest management, 2014 – 2018

Hired as assistant manager / communication officer. Main tasks: supervising the implementation of the activities, technical reporting, elaborating the communication plan, content of dissemination materials, content and copywriting for final conference materials, website and press releases, ensuring the sustainability of the actions, maintaining the dialogue with stakeholders (project team, owners, academia, industry, Embassy of Switzerland, environment NGOs), facilitating and overall management of the activities of the National Working Group mandated with the elaboration of the National Standard PEFC (forest management and chain of custody certification), facilitation of the external audit of the Standard.

▪ TeRRItoria - Territorial responsible research and innovation through the involvement of local R&I actors, 2019 – 2020

Horizon 2020 (SWAFS) project which aimed to position regions and local authorities as places for science governance, education, public engagement, ethics, and open access. Project manager for the local implementation of the project in North-East Romania (2019 - 2020). Main activities: time sheets, reporting, consortium and stakeholders meeting, acquisitions, contracting and negotiation (project management), mapping the territorial milieu, mapping R&I regional ecosystem (technical WP).

▪ European Tourism Sustainability Monitoring 2030 (ETSM2030), 2023

COSME funded project dealing with sustainability knowledge within SMTEs (Small and Medium Tourism Enterprises). Engaged as project development consultant (during proposal development phase & contracting), and sustainable tourism expert and researcher (during implementation).

▪ Hit the Egg – Ousoru Challenge, 2016 - 2022

Trail running competition in Eastern Carpathians;  
Grant writing, route design and marking, copy and content writing, management of volunteers

Training and Certification

- Vocational training – specialization in Cultural Management and Marketing, 2009  
Romanian Literature Museum
- Quality Auditor, 2012
- Tour-operator, National Tourism Guide, 2012
- International Programme on Research and Training on Sustainable Management of Mountain Areas, Mountain Partnership / FAO, Italy, 2014

<http://www.fao.org/mountain-partnership/our-work/capacitydevelopment/promo/en/>  
Main topic: Promoting sustainable farming in mountain regions

- Industry 4.0 for Wood and Furniture Manufacturers, 2019  
In4Wood Project Consortium  
<https://in4wood.eu/>
- Designing Smart Specialisation Strategies, 2019  
University of Lausanne  
<https://www.smartspecialisation.ch/massive-open-online-course/>
- Preparing your periodic report under H2020, 2021  
EMDESK Expert Session, Expert Insights
- Research for Policy Making, ToT Programme  
Joint Research Centre, Bruxelles, 2022

A handwritten signature in blue ink, consisting of a stylized 'C' followed by a series of loops and a horizontal line.