

Georgia Mihalcea

Cinema & Media, PhD

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In a Nutshell

My journey began with a calling to reach the "dream factory" of cinema. Over 15 years, I've traversed the worlds of film production, entrepreneurship, and the travel industry, even calling the vibrant Canary Islands home for 7 years. Along the way, I've become a serial award-winning problem solver, crafting innovative solutions for complex challenges across diverse industries. My PhD in Cinema and Media honed my ability to tell compelling stories and create impactful brand films. But my skills extend beyond the screen: I'm a strategic thinker, adept at managing complex projects and thriving in agile environments. This rich tapestry of experience has equipped me with a unique set of transferable skills, ready to be woven into the fabric of any organization seeking to achieve its business goals. Whether crafting engaging B2B content or spearheading creative initiatives, I'm driven to make a meaningful impact.

Education

2022 – curent (end 2025): *PhD Cinema and Media*, National University of Theatre and Film 'I.L.Caragiale' (UNATC), Bucharest.

2019-2021: *MFA Film Production*, UNATC, Bucharest. Merit scholarship for academic excellence.

1997-2002: *BA (Economics) & MA (Accounting)*, 'Titu Maiorescu' Univ., Economic Sciences, Bucharest.

1994-1997: *BA in Mathematics & Physics, Bilingual Program EN*, National College 'I.L.Caragiale', Ploiesti.

Experience/Industries

Filmmaking & Academia

- 2024 - present: Teaching Assistant (2 hours biweekly), Film Faculty, UNATC, Bucharest
- 2011 - present: Filmmaker and Film Producer (author, various inter/national productions)

Travel & Business Tourism

- 2022-2024: Operations Consultant, Avanti Holiday, touroperator travel agency, Bucharest
- 2002-2009: Owner of Classy Travel, a business focused touroperator travel agency, Bucharest

Open Innovation & Problem Solving

- 2010 - 2017: Serial Award-Winning Problem Solver, Innocentive and HeroX platforms. Designed transdisciplinary solutions for 50+ challenges across diverse business sectors and industries. Achieved 10 winning solutions.
- 2017: Challenge Designer of "Power the Globe: Myanmar", a clean tech data science global competition launched by the U.S. Department of State, Booz Allen Hamilton, and HeroX.

Entrepreneurship & Business

- 2002 - 2015: Small Business Owner & Business Consulting. Sectors: real estate, urban furniture production, litigations mediation (operations focus)

Grants & Funding

- 2023: Grant Expert Evaluator, 17 New Media and Digital Art Cultural Projects, Administration of the National Cultural Fund, Ministry of Culture, Bucharest
- 2021: Cultural Architect, Grant Writer, and Budget Planner, Cultural Assoc. Cortina, Bucharest

Leadership & Science Communication

- 2017: Co-founder & General Manager, CLIMATE Cluster for Innovation, Research and Development (33 members: universities, research institutes, private companies, NGOs)
- 2017: Science Visual Communicator for *Zero Gordian: The Knottiest Game in Space*. Created an animated video for the Equal Space Challenge, contributing to its selection by the Space Games Federation and NASA.

Projects Highlights

Film and TV Production

- **Travel Shows | Producer, Executive Producer:** *Louisa and Rosanna* (TLC Netherlands, 2017), *Who Will Marry My Son?* (ProTV Romania, 2017, filmed in 17 travel destinations in Romania, Cyprus, Tenerife, UK), *Expedition Unknown* (Travel Channel USA, 2015), *Destination Truth* (SyFy USA, 2011)
- **Brand/Social films | Author, Producer:** *Silent Heroes* (2024)
- **Feature Films | Locations Coordinator:** *Touch Me Not* (2015, Berlinale Winner 2018), *Charlie Countryman* (2012, managed 40 locations)
- **Filmography | Author, Producer:** *Locationista* (2021), *Article 22: Justice Calls* (2020), *Sunmoon* (2020)
- **Visual Research, AI-Augmented - 2024:** *Truth Never Dies, Right?*, *Mom & Machine*, *Shadowplay*, *The Distance Between Us (Inner Landscapes)*

Fundraising

- **2021:** Secured a €20,000 non-reimbursable public grant with the project “*First Time: Interactive Mobile Theater for Youth Social Activation through Tours in High Schools, Universities, and NGOs in Marginal Neighborhoods of Bucharest*”. Beneficiary: Cultural Association Cortina. Funding entity: ARCUB, Bucharest General City Hall, through the "Bucharest, Open City" Program, under the Thematic Area: Activation of Neighborhoods and Public Space.
- **2017:** Designed the first €1 million project for grant application at the CLIMATE Cluster

Volunteer:

- **Film+** (Bucharest, Romania, 2019), **We Are Developers** (World Tech Congress, Vienna, Austria, 2018), **We Are Solvers** (personal video interview project to raise awareness about the international community of open innovation serial award-winners problem solvers, 2017)

Publications, Presentations, Conferences

- **Peer-Reviewed Publications**
 - *From Numbness to Narrative: A Filmmaker's AI-Augmented Journey to Emotional Resonance in Storytelling* (2024). ICERI2024 Proceedings, IATED Digital Library, Web of Science.
 - *AI's Role in Story Rediscovery: Shifting Shapes, Expanding Audiences* (2024). CONCEPT Academic Journal 1 (28)/2024 – AI Special Issue – Research, UNATC Press.
- **Books and Chapters**
 - *The Weight of 2 Million Walls: Aging Alone in Romania* (2024). Chapter in Interdisciplinary Studies on Spatial Dynamics and Marginalization in Central and Eastern Europe, Lexington Books.
- **Conference Presentations**
 - *From Numbness to Narrative: A Case Study* (2024). ICERI2024 - 17th International Conference of Education, Research and Innovation, Seville, Spain.
 - *The Weight of 2 Million Walls* (2024). SPOTLIGHT Seminar, Bucharest, Romania.
 - *Echoes in the Machine*(2024). AI in Art Practices and Research Conference, Bucharest, Romania.
- **Awarded Web Articles on HeroX - 2017**
 - *Unleash Your Superhero; The Crowd Goes Wild: Brave New Innovators of the Digital Age*
- **Literature**
 - *El Camino del Sol (Drumul Soarelui), Traveling Stories (Povești Călătore)*, Minela Ed. vol. 1, 2021, a collection of life stories written by Romanians living in Diaspora
 - *Friday* (2017), awarded short story in response to Henri Cartier-Bresson's *Lovers in a Train* photography to be included in a tribute book

APPENDIX

Problem Solving, Award-Winning Solutions to Open Innovation Challenges

2017: Peace & Security: *Innovative approaches to preventing the proliferation of dual-use technologies: an information exchange platform between industry and government* launched by N Square and Stimson Center - A collaborative effort between five of the largest peace and security funders in the United States.

2017: Banking/FinTech: *Humanizing the digital consumer experience.* Designed a scalable mobile application to foster emotional connections between users and mobile payment terminals (ATM, POS, Internet Banking).

2017: Leadership: *Patterns for Success*, a leadership training program to empower the success of small business owners, which won the "Organizational Culture" category – launched on HeroX by a group of companies from Canada and the U.S.A.

2011: Healthcare & Nutrition: *Models for sourcing food databases for patients suffering of various medical conditions.* Architected a global, scalable online platform to bridge the gap between medications and nutrition, improving patient care globally.

2010: Social Entrepreneurship: *Creative business models for integrating and growing vulnerable communities through the social business economic model of Nobel Prize winner Muhamad Yunus* – launched by Social Business Competition Tour 2010 in Central and Eastern Europe.

Endorsements

Creative Problem Solving & Video Production

“Georgia possesses a remarkably diverse skill set and creative intellect – focussing equally on innovative business solutions as well as ‘global good’ applications of new technologies. She is truly a ‘mover and shaker’. If one has need of a top level media fixer/line producer, or, a tuned-in, innovative solution provider – especially in the context of international business collaboration and development – one need look no further than her” – *Michael Ricciardi, innovation superstar, researcher and artist*

Filmmaking & Content Strategy – Silent Heroes (social brand film, 2024)

“It’s been a real treat working with Georgia Mihalcea for the humanitarian campaign of our NGO. She had been an amazing listener, thorough researcher of the social cause we were presenting in the video and immensely accommodating to our specific request, suggestions and limitations. At every step of the project, she has worked with us towards finding solutions, adapting the project while still maintaining a high quality of the video products. It would be an understatement to say she had exceeded our expectations, the truth is we learned from her what to expect from a true professional consultant and producer. More than a video product, Georgia delivered to us a content strategy, raised essential questions to help us further develop our media planning and supported us throughout our digital marketing efforts, with unwavering patience. A huge thank you for an amazing partner!” - *Raluca Baciu, Executive Director, The White-Yellow Cross Foundation in Romania*

Film Production/Journalism

“I highly recommend Georgia as a Fixer. I worked with her on a very complicated shot for Travel Channel’s *Expedition Unknown* and she was incredibly professional, intuitive, great at anticipating needs, and has an incredible non-stop work ethic. She would be an asset for any production” – *Shannon Green, Field Producer, Travel Channel, Expedition Unknown show*

“I have worked with Georgia and my experience was very positive. We filmed a Dutch reality show for TLC about two transgenders looking for their gypsy roots. As you might understand that’s quite complicated. Georgia dealt with the transgender and gypsy part very respectfully and professionally. And she delivered. I asked her for three totally different groups of gypsy communities and she made it work. We visited the rich, the poor, and the spiritual gypsy. We were very happy with her work. She speaks English very well. And she also translated certain parts for us, back in The Netherlands while we were editing. She was a real help in researching, producing, and post-producing.” – *Martijn Weerink, Director and Producer at StrixTV, Louisa and Rosanna show*

“Georgia is one of the highest professionals that I have worked with, who strives for excellence and surpasses performance standards from a distance, throughout all aspects of a production. Always finding the right approach, ready to deliver in a timely manner, she is a team player and a problem solver with the ability to perform remarkably in stressful situations. I would team up with Georgia anytime for a world-class project.” – *Beatrice Popa, Creative Producer at Paprika Studios and Writer, Destination Truth show for SyFy*