



# CRISTINA BAGHIU

## DIGITAL HEALTH INNOVATOR

### PERSONAL PROFILE

B2B Business Developer and Innovation Strategist in complex sectors (digital, EU funding, energy, agri-food, banking, healthcare). Builder of happier healthier workplaces. Full-time learner and flipped learning instructor.

### AREAS OF EXPERTISE

Complex programs design & management  
Online learning programs design and delivery, event promotion and delivery  
B2B Business Development  
Agile Methodology  
Design Thinking & Innovation Management  
Risk Management, Financial Analysis  
Need-based innovation (healthcare)

### CONTACT INFO

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## WORK EXPERIENCE

### BOARD MEMBER AND INNOSTARS EAST REGION COORDINATOR

EIT Health Alumni | Feb 2021 - Jan 2022

- Activate alumni community for Eastern Europe (>400 members)
- Represent EIT Health programs (Campus & Business Creation) in regional events
- Contact point with EIT Health from Alumni side
- Co-create alumni-led health innovation projects and initiatives; consult on business creation

### CO-FOUNDER & PROJECT MANAGER

Digital Innovation Zone | Dec 2019 - present

- Strategy and business model development for the first European Digital Innovation Hub EDIH in North East Romania - national finalist for EU selection (Nov 2020)
- Hub focused on startups & SMEs active in e-health & manufacturing , for public & private entities
- Leverage stakeholder alignment for EDIH programs from regional academia, chambers of commerce, cluster associations, development agency and private parties
- Manage Digital Europe program grant application (national and EU competition stages) - > 5 mio EUR grant (2020-2021)

### FOUNDER & WORKPLACE INNOVATION CONSULTANT

Atelierul de Idei Romania March 2019 - present

- Design & deliver innovative learning and intervention curricula for workplace innovation (business agility, design thinking)
- Deliver online certification workshops for Agile HR (ICP - AHR ICAgile track)
- Develop virtual custom made programs for improving workplace wellbeing (healthy mind and mindset)

### DIGITAL PRODUCT MANAGER

E.ON ROMANIA | June 2021 - Jan 2022

- Develop & manage internal digital culture & skills program for 6500 E.ON Romania employees
- Needs survey design & analysis for employees digital literacy

### CORPORATE BRANCH MANAGER

Garanti Bank Romania | Jan 2014 - Feb 2018

- Scouting investment projects, designing complex financial arrangements, analysing risk & opportunities for financing, project presentation in front of Corporate Credit Risk Committee
- Coordinating sales & operations team for East Romania region
- Specialised in startup financing and EU grants funding

### OPERATIONS MANAGER, MANAGER, REGIONAL MANAGER

Various commercial banks | Aug 1999 - Dec 2013

- Expert in retail & business development in Romanian banking system
- Coordinated teams of up to 200 people (B. Carpatica, Bank Leumi, Credit Europe Bank)
- Operations and regional management activities (B. Carpatica, Credit Europe Bank)
- Coordination of major recruitment , branch opening & restructuring projects
- Business development for B2B & B2C customers, strategic responsibilities

## ACADEMIC HISTORY

### AL.I. CUZA UNIVERSITY, FACULTY OF ECONOMICS & BUSINESS ADMINISTRATION - IASI, RO

**Associate Lecturer & PhD researcher| Oct 2020 - June 2023 (expected)**

Corporate Finance Associate Lecturer; PhD candidate. Research on financing business model innovation in start-ups & startup entrepreneur profile - research group several startups from X KIC EIT communities)

**Masters of Finance| Oct 2010 - July 2012**

Master degree in Finance and Risk Management  
Wrote Thesis on: Low Touch Economy - Business Model Innovation and determinants for success (June 2020). Thesis published on Journal of Business Administration & Finance (July 2020)

**Bachelor of Finance| Oct 1995 - July 1999**

Finance & Insurance graduate. Thesis on Currency risk evolution

### ALETTA SCHOOL OF PUBLIC HEALTH - UNI GRONINGEN, NL

**Innovating Public Health (2020-2021)**

Designing Thinking program - solve a public health challenge in multinational team

## PROFESSIONAL LEARNING

### EUROPEAN INNOVATION & TECHNOLOGY INSTITUTE - EIT HEALTH

**Healthcare Innovation & Entrepreneurship| Mar 2019 - Nov 2019**

Awarded merit-based fellowship - Starship Healthcare Innovation & Entrepreneurship education program. Involved in top-tier, international, tech driven program, health transformation & innovation from Standfor Biodesign concept. Worked in close collaboration with leading EIT Health Innovation institutions (IESE Business School, RISE - Research Institute of Sweden, University of Coimbra, etc)

**Women Empowerment, Innovation & Entrepreneurship| Apr 2020 - Aug 2020**

Awarded merit-based fellowship - WEHealth Healthcare Innovation & Entrepreneurship education program. Organised with leading EIT Health Innovation institutions (IESE Business School, Karolinska University Stockholm, TU Munchen).  
Active member of WEHealth (Professional Women in Healthcare) European Network

**Artificial Intelligence in Healthcare| Jun 2020 - Aug 2020**

Completed Online training course organised by EIT Health, GE Healthcare, KTH Royal Institute of Technology, Leitat Technological Center

## NATIONAL POLICIES WORKING GROUPS MEMBERSHIP

Active Member of Romania National Consultative Council on Digital Transformation (2020) and Healthy Living Smart Specialisation Public Policies (National Office of Innovation & Research ) (2020)

## PROFESSIONAL CERTIFICATIONS

### INNOVATION

**Design Thinking Facilitator**

Design Thinkers Academy - the Netherlands (Jan 2020), DEO U - Foundations in Design Thinking (Online) - Sept 2019

**FORTH Innovation Facilitator**

Certified FORTH Innovation Method (Nov 2018 - the Netherlands)

**LEGO SERIOUS PLAY certified facilitator**

Association of Certified Master Trainers LSP - March 2019

**Certificate of Lean Competency**

Cardiff University - [www.leancompetency.org](http://www.leancompetency.org) - Jul 2018 (online)

**Business Model You Coach - 2021**

**Reiss Motivation Profile Coach - 2020**

### PROJECT MANAGEMENT

**Management 3.0 Facilitator - 2019**

**IC Agile Authorised Instructor (Online & In-Person) for ICP-AHR Track - 2020**

**Agile People Trainer (HR & Agile Coach) - 2020**

The first Romanian facilitator for Agility in HR tracks

**Certified Scrum Master - CSM (2020)**

## PROFESSIONAL ASSOCIATIONS

### EIT HEALTH ALUMNI

Active Member of Alumni Community - Co-organised and delivered online workshops on women empowerment and Agile leadership (2020)

Under preparation - Alumni project - WENNOVATE Online learning program for Women in Tech

### AGILE PEOPLE COMMUNITY

Co-writer of Agile People Principles - A Call to Action for the Future of Work (book launch Sep 2020)

Co-organised Agile People online training & conference - 8-9 Sep 2020  
-Managing Romanian online communities for Agile People and Management 3.0

### ISPIM - INTERNATIONAL SOCIETY FOR PROFESSIONAL INNOVATION MANAGEMENT

Member since 2020; research paper presented at Valencia 2021 conference

## START-UP COMMUNITY INVOLVEMENT

EIT Food (INJOY 2020) program - mentor & pitch evaluator  
EBRD Startups Program (Mentor shortlist - Jun 2019 - present)

Innovation Labs Romania -Mentor & Jury - Jan 2019

Digital Innovation Zone - North East Romania - community development - Jun 2019-present

Regional Agency for Development (public authority) - June 2019 - present - involvement in digital needs mapping and strategic priorities proposals

## WORK SAMPLES

Interview on Romanian healthcare sector featured on EIT Health website [2021]: In Romania, healthcare is the new IT sector  
Article [link](#)



Digital Innovation Zone - regional e-health innovation ecosystem in North East Romania

Focused on e-health & manufacturing

Partners: North East Regional Development Agency, Technical University Iasi, University of Medicine Iasi, ImagoMOL e-health cluster, other private partners

Developed EU partnership in DIH4AI consortia, DIH2, I4MS

Horizon projects contribution as WP lead / project manager

Project Manager & Digital Skills programmes lead

Website [link](#)



Research paper on the design of entrepreneurial programs and the correlation with the entrepreneur profile - research batch a group of start-ups from 2021 EIT Health & EIT Food programs  
Research paper presented at ISPIM Valencia 2021 Conference (attached as separate document)

