

# Georgia Mihalcea

Filmmaker. Knowledge Integrator. Strategist.

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## ***In a Nutshell***

I'm a multi-faceted person with a passion for filmmaking, strategy, creative problem solving, innovation, and personal growth. I've spent 15+ years immersed in film production, entrepreneurship, and open innovation, culminating in a PhD in Cinema and Media where I explore "machine-readable" filmmaking and emotional resonance. Ever since I was a child watching slideshows and classic films on VHS cassettes, I dreamed of reaching the "dream factory" of cinema. After a transforming 7-year journey in Canary Islands, Spain, at 40 I've arrived, not necessarily to work within the film industry, but to tell my stories and enhance my skills for compelling business and science communication. Film production is the most complex and multifaceted project management I've encountered, demanding expertise in everything from securing funding and managing budgets to the intricacies of set design and the logistics of international travel, from the art of storytelling to the science of data analysis, marketing and distribution. This has prepared me to thrive in cross-functional and agile environments. Now, to sustain my passion, I am looking for a flexible position, aiming to contribute to a company's success while continuing my creative pursuits.

## ***Roadmap (Index)***

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## ***Education***

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

**2019-2021: *MFA Film Production***, National University of Theatre and Film 'I.L.Caragiale', Bucharest Government-funded place. 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***

### **Filmmaking & Academia**

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

### **Open Innovation & Problem Solving**

- 2010 - 2017: Problem Solver. Designed transdisciplinary solutions for 50+ challenges across diverse sectors. 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**

- 2022 - 2024: Business Consultant, Avanti Holiday, touroperator travel agency, Bucharest
- 2002 - 2015: Small Business Owner & Business Consulting. Sectors: real estate, business tourism and events, 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.

## ***Self-Developed Programs for Individual & Creative Growth (2024)***

### ***children, teenagers, adults***

- ***Hands-On Mentorship.*** Empowering young people with the skills and knowledge to achieve academic excellence and develop internationally competitive profiles.
- ***"Gândește Clar" (Think Clearly) – a program for educational, personal, and professional development, recognized as a pedagogical innovation*** at the 17th International Conference of Education, Research and Innovation (ICERI 2024, Seville, Spain), based on the paper and poster presentation *"From Numbness to Narrative."* It employs a unique methodology based on metadata-driven emotional decoding that leverages AI generative applications. This allows participants to quickly "see" and "hear" their previously captive emotions by transforming them into true-to-life audiovisual landscapes, effectively turning emotions into art and healing into creation. This process fosters enhanced emotional intelligence, clarity, self-discovery, and creative communication, ultimately helping individuals activate new facets of their identity, improve decision-making, overcome creative and emotional blocks, and use the resulted media into their own endeavours.
- ***Film Shaper: A metadata-driven filmmaking lab enhancing discoverability and emotional resonance,*** bridging the gap between creation and audience through the art of dual-storytelling (for both humans and algorithms).

## ***Fundraising Across Sectors: Public, Private, Open Innovation***

**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.

**2020:** Secured €45,000 from the private market to support my first author film productions

**2017:** Designed the first €1 million project for grant application at the CLIMATE Cluster

**2011-2017:** Won €20,000 in problem solving awards to support my education and creative endeavours

## ***Volunteering***

**2019:** Logistics, *Film+*, Bucharest, Romania

**2018:** VIP & Press, *We Are Developers* – World Tech Congress, Vienna, Austria

**2017:** Producer, *We Are Solvers* – a personal video interview-based project to raise awareness about the international community of open innovation serial award-winners problem solvers.

## ***Publications***

### **Peer Reviewed Papers**

- **2024: *From Numbness to Narrative: A Filmmaker's AI-Augmented Journey to Emotional Resonance in Storytelling, Unveiling the Potential of a Structured Vocabulary of Emotions. A Case***

*Study in Rapid Emotional Decoding for Enhanced Creative Communication*. Publication: ICERI2024 Proceedings, IATED Digital Library, Web of Science

- **2024: *The Weight of 2 Million Walls: Aging Alone in Romania***. Publication (ongoing): as a chapter in the book series *Interdisciplinary Studies on Spatial Dynamics and Marginalization in Central and Eastern Europe*, Lexington Books.
- **2024: *AI's Role in Story Rediscovery: Shifting Shapes, Expanding Audiences***. Publication (ongoing): CONCEPT Academic Journal 1 (28)/2024 – AI Special Issue – Research, UNATC Press

#### **Awarded Web Articles**

- **2017: *Unleash Your Superhero*** (HeroX)
- **2017: *The Crowd Goes Wild: Brave New Innovators of the Digital Age*** (HeroX)

#### **Literature**

- **2021: *Drumul Soarelui (El Camino del Sol)***, published in *Povești Călătorești (Traveling Stories)*, Minela, vol. 1, 2021, a collection of life stories written by Romanians living in Diaspora
- **2017: *Friday***, awarded short story in response to Henri Cartier-Bresson's *Lovers in a Train* photography to be included in a tribute book celebrating the renowned French photographer

### **Conferences (Author/Presenter)**

**11-13 November 2024, Seville, Spain: ICERI2024 - 17th International Conference of Education, Research and Innovation**. Poster Presentation at Pedagogical Innovations in Education: *From Numbness to Narrative (a case study)*

**16 September 2024, Bucharest, Romania: SPOTLIGHT Seminar: Staring at People**. Interdisciplinarity and ambiguity of playing with the visibility of humans in cities. Organizers: University of Opole, Poland, University of St. Gallen – Center of Governance and Culture in Europe, Switzerland, National University of Theatre and Film, Romania. *The Weight of 2 Million Walls: A Filmmaker's Challenge to Hear Romania's Elderly Behind the Silence of Concrete (a case study)*

**18-21 March 2024, Bucharest, Romania: AI in Art Practices and Research Conference, UNATC**. *Echoes in the Machine: Unveiling Hidden Depths through the Lens of Established Genius (a case study)*

## Appendix 1: Filmography & Film/TV Production Management

### Filmography

#### Brand Films/Ad Films

- **2024:** *Silent Heroes*, White-Yellow Cross Foundation Romania, fundraising campaign

#### Animation

- **2024:** *In Good Company* (in development, animation) film by director Ana-Maria Gardescu. Selected for the Central Eastern and Central Europe Animation Forum 2021, "Out of Competition" section

#### Fiction/Live Narrative

- **2024:** *In The Blues of Love* (in development), feature film, coming of age, highschool drama
- **2024:** *First Million* (in development), vertical web-series, comedy-drama, Romanian capitalism
- **2021:** *Locationista (1<sup>st</sup> cut)*, short comedy-drama and a 72-min *making-of documentary*.
- **2020:** *The Verdict Within (Article 22)*, legal educational short film. Produced for a Government's film contest for the International Anti-Corruption Day. Nominated for "Best Short Film Producer" at the 15th Independent Film Producers Indie Festival (IPIFF), organized by the Union of Film and Audiovisual Producers from Romania (UPFAR-ARGOA)
- **2020:** *Sunmoon*, experimental short film combining computer generated animation with live action. Official selection at Goa Short Film Festival, India and Reykjavik Visions Film Festival, Island.

#### Visual Research, AI-Augmented

- **2024:** *Truth Never Dies, Right?*, reimagining the short film "Article 22: The Verdict Within" as a musical videoclip in EN
- **2024:** *Mom & Machine*, turning my mother's RO poems into EN songs
- **2024:** *Shadowplay*, a song 'excavated' from the cinematography of Meandre (1967) RO film
- **2024:** *The Distance Between Us (Inner Landscapes)*, exploration of the emotional landscape of isolated Romanian elders through an AI-facilitated visual gallery

### Film & TV Production Management – Led productions with 20 to 200 cast & crew

#### Branded/Corporate Content

- **2020:** *Fixer Activated You*, Golden Hippo, U.S. production in Romania with Maggie Q

#### Film

- **2018:** Locations Coordinator *Touch Me Not* by Adina Pintilie (winner of Golden Bear, Berlinale), co-production
- **2012:** Locations Manager *Charlie Countryman*, Voltage Pictures/Buftea Studios, U.S. production in Romania

#### Television

- **2017:** Executive Producer *Marry My Son*, ProTV/Paprika Studios, reality travel-show produced in Romania, Tenerife Island, Cyprus and London
- **2017:** Journalistic Fixer/Local Producer *Louisa and Rosanna*, TLC Netherlands/StrixTV, Dutch reality travel show with an episode produced in Romania
- **2015:** Journalistic Fixer/Local Producer *Expedition Unknown*, Travel Channel/PingPong Productions, U.S. reality travel show episode produced in Romania
- **2011:** Journalistic Fixer/Local Producer *Destination Truth*, SyFy/PingPong Productions, U.S. reality travel show episode produced in Romania

## Appendix 2: 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: Carnegie Corporation of New York, William and Flora Hewlett Foundation, John D. and Catherine T. MacArthur Foundation, Plowshares Fund, and Skoll Global Threats Fund.

**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 by 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.

### Appendix 3: Endorsements

- **Creative Problem Solving**

"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 & Visual Research**

"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 Baci, Executive Director, The White-Yellow Cross Foundation in Romania*

- **Film Production/ Investigative 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*