



CRISTINA MUNTEAN

➤ More about Cristina:

www.cristinamuntean.com

➤ A Romanian national living in the Czech Republic since 2004

➤ Graduate of the **Faculty and Journalism and Mass Communication Studies, University of Bucharest**. Courses of Journalism as a foreign exchange student at the Stendhal University, Grenoble, France

➤ **12 years of experience** in the Romanian, international and Czech media

➤ **5 years of experience as a business reporter, chief reporter and deputy editor in**

chief of the English-language Czech economic magazine Czech Business Weekly (2005-2010)

- Author of **more than 3,000 business and news articles**, features and interviews
- **2010 - founder** of the Prague-based communications advisory and training agency Media Education CEE (www.mediaed.cz)
- Since May 2010: **more than 500 corporate training sessions** conducted in Czech, English, Romanian and / or French.
- **Media trainer, coach, advisor and media representative to more than 50 Top500 companies from the IT, banking and human resources industries** in the Czech Republic, Slovakia and Poland (see [References](#))
- **Elected president** of the Czech PR Klub – June 2011
- **Elected first Chairwoman** of the Marketing Committee of the American Chamber of Commerce in Prague (AmCham): January 2012. Re-elected Chairwoman for a two-year term: January 2015
- **Author** of the regular column [I, the Brand](#) in the *Czech Leaders Magazine*
- **Guest jury** in several Czech award committees for professional communications: Zlatý středník (Czech PR Klub), Česká cena za PR (Czech PR Agency Association APRA), Novinář roku (Open Society Foundation)
- **Certified trainer of personal development: VEVA CZ, December 2013**
- **Certified facilitator of systemic constellations – February 2016**
- **Internationally certified trainer of the Enneagram: The Enneagram Worldwide, December 2016.**

CASE STUDIES:

In May – October 2011 Cristina created a complex media and crisis communications **training program for 11 members of the board of the 5th largest bank in the Czech Republic. The program totaled 110 hours of group and individual media training, coaching and mentoring.**

In March 2013 Cristina trained **5 members of the top management of Alior Bank (Poland).** She addressed burning issues in the field of media and crisis communication with the top representatives of the newly publicly listed bank. **The program included 20h of preparation, training and follow-up sessions.**

In June 2013 – April 2014 Cristina conducted a Communications Academy (in Czech) for **15 members of the internal and external communications department** of one of the Top3 banks on the Czech market. The program included 4 modules of communication skills, emotional intelligence and leadership. **The program totaled 84 hours of team training.**

MORE REFERENCES: <http://www.cristinamuntean.com/en/references>



Convince yourself of Cristina's expertise. Read her e-book [Get It First, But First, Get It Right](#) – An Insider's Guide to Strategic Media Relations

Cristina's second e-book *Strategic Communications in the Digital Age* was downloaded more than 100 000 times since publication:

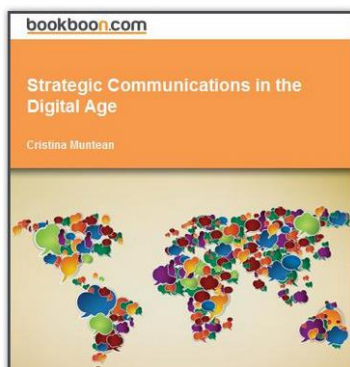
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Personal Branding: A Creator's Journey 28. 06. 2017



On May 9, 2017, James Comey, director of the United States Federal Bureau of Investigation (FBI) and one of the most powerful men in the US, was about to give an address to his employees in Los Angeles when TV screens behind him started to flash breaking news. Apparently he had been fired by President Donald Trump. Comey laughed it off as a somewhat funny prank, according to a New York Times report. It was only later, when Trump's letter was delivered to FBI headquarters in Washington that reality started to sink in.

I the Brand Personal Branding leadership [Read more](#)

Cristina's TOP e-book:



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How to Handle Media when You Can't Trust Their Ownership 11. 05. 2017



Few in the Czech Republic are unfamiliar these days with the scandals surrounding the Czech minister of finance, Andrej Babis, and his proven intervention in the media coverage under his ownership. While some might scratch their head at the way the leaked audio recordings took place and on the timing of their release, some might want to stick to the facts: a media owner is proved on tape to brutally interfere in the way his outlets shape public opinion.

Czech media leadership [Read more](#)

Most interesting

The Wisdom of Slowing Down. Dare to Gain Perspective in an Increasingly Noisy World 28. 2. 2014

Journalism's Impossible Dilemmas 30. 4. 2014

Cristina Muntean for Strategie: It Is Not Power that Drives Me. It Is People. 28. 8. 2016