

Alex Trăilă

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Personal Details:

3rd, October, 1984 • Romanian • Married

Audiovisual policy expert

Versatile leader with extensive experience managing foreign relations and EU affairs in a challenging environment.

Well-versed in spearheading all phases of film project/programme; creating a set of concrete policy recommendations, leading political and legislative developments; and overseeing television and film production activities. Proficient at motivating staff to peak performance and utilise team approach to drive organisational improvements and implementation of best practices. Team player with strong interpersonal skills and potential to communicate at all levels within organisation along with a capacity to establish strong working relations outside organisation. Multi-lingual with operational command over English, Serbo-Croatian, German, Romanian, and Italian

Highlights of Expertise

- Policy Formulation & Execution
- Budgeting & Forecasting
- Government Administration
- Management Consultancy Services
- Documentation & Reporting
- Operational Excellence
- Strategic Development
- Contract Negotiations

Career Experience

Romanian Cultural Institute, Bucharest, Romania

BOARD MEMBER (September 2019 to Present)

Improve visibility, prestige, and knowledge of Romanian culture abroad by institute. Chair a first board meeting to ask questions on management decisions and stop execution of them.

- ◆ Attended board meetings and supported parliament oversight over management decisions with no procedural background, ensuring a proper spending of public resources.

Open Method of Coordination Group (OMC), European Commission, Brussels, Belgium

VICE CHAIR (June 2019 to Present)

Increase co-productions within EU countries/international partners; introduce concrete policy recommendations.

- ◆ Assured wider diversity and inclusion of several stakeholders within dialogue.

Romanian Film Centre, Romania

POLICY ADVISOR - EU AFFAIRS & FOREIGN RELATIONS (June 2017 to Present)

Formulate tens of position papers as well as attend tens of relevant policy meetings at national and EU level.

- ◆ Implemented modifications and delivered national support for film production to assist European co-productions while executing bilateral reciprocity principle with several countries.
- ◆ Drove process of adoption and regulations for film incentives scheme throughout process.
- ◆ Member of the national AVMSD 2018 directive transposition intergovernmental working group;

Romanian Presidency of the Council of the European Union, Brussels, Belgium

EXPERT (September 2018 to June 2019)

Enhanced cross-border circulation of European audio-visual works with a focus on co-productions; the first EU set of conclusions whilst attracting EU 28 member states to consensus on topic.

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European Film Festival, Romania

ARTISTIC DIRECTOR (December 2016 to November 2017)

Managed matters related to our society and having films as a starting point for structured dialogue.

- ◆ Doubled number of admissions as well as increased number of films shown in premiere for Romanian audience and introduced a series of partnerships with renowned international bodies.

Minister, Ministry of Culture, Romania

COUNSELLOR (May 2016 to October 2016)

Ensured smooth flow of ministry operations; organised AV policy files. Steered national working group, updated cinema act and managed cash rebate scheme drafting. Included Romania as an active member of the European audio-visual film policy family, as part of the EFADs.

Steppenwolf Film, Bucharest, Romania

PRODUCER/MANAGING DIRECTOR (November 2006 to October 2017)

Accomplished bottom-line results by leading and controlling all aspects of film production.

Additional Experience

Associate Professor (2017 to Present) ▪ National University of Theatre & Film "I.L. Caragiale", Bucharest

Expert (2019) ▪ European Audiovisual Observatory, Council of Europe, Strasbourg

Board Member (2015 to Present) ▪ #FEEDback, Romania/Germany/Italy

Head of Industry (2014 to 2016) ▪ Transylvania IFF, Romania

Programme Manager (2014 to 2018) ▪ First Cut Lab - When East Meets West, Trieste

Work in Progress Co-ordinator (2011 to Present) ▪ Sarajevo Film Festival; Sarajevo, Bosnia, & Herzegovina

Development Producer (2011 to 2013) ▪ Sarajevo City of Film Fund; Sarajevo, Bosnia, & Herzegovina

Executive Producer (2012) ▪ MediaPro Pictures - CME/TimeWarner Group; Bucharest, Romania

Producer (2011) ▪ Obala Art Centar; Sarajevo, Bosnia, & Herzegovina

Education & Credentials

Phd. Researcher (2018 to Present)

National University of Theatre & Film "I.L. Caragiale", Romania

Dissertation: "The European audiovisual works in the post-1989 era of EU policies"

Policy-making, Negotiation, & Intercultural Communication in the European Context (2018)

École nationale d'administration

Bachelor of Arts (Honours)

Hyperion University, Bucharest, Film Faculty, Cinematography

Professional Development

- Young Leaders Programme Fellowship, The Aspen Institute (2016)
- European Young Leaders, Aspen Initiative for Europe (2018)
- Training Mentors (2013)
- Legal, Financial and Marketing aspects of film production (2010, 2011, & 2012)

Affiliations

- Member: Board of Management EURIMAGES / European Film Academy / The Aspen Institute Romania

Publications

- Strengthening European Identity, Foreign Policy Romania (2019)
- Mapping report on the nationality of European audiovisual works, European Audiovisual Observatory (2020)