GEORGIA MIHALCEA

EXPERIENCE & STRATEGIC PILLARS

I. NARRATIVE SYSTEMS ARCHITECTURE (ANS) & IP CREATION

(2022 – Present: Discipline Formalization and IP Creation)

- **Final Year Ph.D. Candidate Cinema & Media (UNATC, 2022–2026):** Thesis centered on Narrative Systems Architecture, formalizing the methodology for Semantic Film (*e*-film), its end-to-end production workflow**,** and the AI-Ready Cinema product category. *(Thesis Submission: March 2026, Defense: Summer/Autumn 2026).*

- **Strategic Producer, Film Director and AI Filmmaker (2019–Present):** Leads end-to-end production of fiction, strategic brand films, and AI-driven cinematic experiences.

  - **Impact Short Films:** *Silent Heroes* (fundraising film that established a sustained donor base) and *Article 22: Justice Calls* (educational legal drama, IPIFF 2021 Nominee), demonstrating the ability to translate complex, sensitive information into measurable impact narratives.

  - **NASA & Space Games Federation Challenge:** Translated a complex engineering solution into a compelling animated narrative, directly contributing to a challenge victory for innovator Michael Ricciardi's 'Zero Gordian' space game project.

- **Thought Leadership & Concept Development:** Initiated the *We Are Solvers* documentary series – an independent empirical investigation into serial award-winning open innovation problem solvers. This research re-framed concepts like "Hypermedia Mind" and "Wild Duck" theories, now in *Harvard Business Review* article proposing a new leadership mental model. (under review).

II. INNOVATIONS & SYSTEM CREATION

(2010 – 2025: Methodology Validation and Leadership)

- **Recognized Pedagogical Innovation (ICERI 2024, Seville):** Paper *"From Numbness to Narrative..."* was classified as Pedagogical Innovation, internationally validating the methodology for structuring emotions (Structured Vocabulary of Emotions) to enhance creative communication.
- **Open Innovation & IP Design (Innocentive/HeroX, 2010–2017):** Designed and delivered innovative solutions for 50+ global challenges. Seven (7) IP Designs awarded in areas from dual-use technology proliferation prevention (N Square, U.S. Department of State) to humanizing techonology.
- **Innovation Cluster Leadership (CLIMATE Innovation Cluster, 2017):** Co-founder and General Manager. Successfully managed a 33-member R&D cluster (universities, institutes, corporations), achieving 100% consensus on the four-year strategic plan.
- **Teaching Assistant (UNATC, New Media Dept, 2024–2025):** Direct experience in curriculum support, bridging technical concepts with creative execution.

III. OPERATIONS & EXECUTIVE MANAGEMENT
- **Executive Production & Operations (2010–2017):** Directed multi-country production logistics for award-winning films and well-known TV shows. (*Touch Me Not [Golden Bear Winner], Charlie Countryman, Destination Truth, Expedition Unknown*).

- **Small Business Owner/Entrepreneur (2002-2014)**

EDUCATION

- **Ph.D. Candidate: Cinema and Media**: National University of Theatre and Cinema (UNATC), Bucharest, 2022 - Summer/Autumn 2026

- **MFA, Film Production:** UNATC, Bucharest, 2019 – 2021

- **BA Economics & MA Accounting:** 'Titu Maiorescu' University, Economic Sciences, Bucharest, 1997 – 2002

COURSES/CERTIFICATES

- **Artificial Intelligence in the Performing and Cinematic Arts:** UNATC & InfoSec, Bucharest, Nov 2025 – end of January 2026
- **SEO Specialist:** Skillab, Bucharest, July 2023 – August 2023

KEY TECHNICAL& METHODOLOGICAL SKILLS

Video editing, AI generative tools, AI-powered applications design, Human-Machine communication protocols design applied to creative industries, content enrichment, SEO, information architecture, UX, CSM (Content System Management)

LANGUAGES

Romanian (native), English (advanced), French & Spanish (beginner-intermediate).

PUBLICATIONS & CONFERENCES

Journal Articles (Peer-Reviewed):

- 2025: *The Hypermedia Mind: How We Lead in an Age of Human and AI Cognitive Decline* (Harvard Business Review, Under Review)

- 2024: *From Numbness to Narrative: Structuring Emotional Vocabulary for AI-Enhanced Creative Communication.* ICERI Proceedings. (Pedagogical Innovation Classification).

- 2024: *AI's Role in Story Rediscovery: Shifting Shapes, Expanding Audiences* (CONCEPT Academic Journal, 1 (28)/2024)

Conference Presentations:

- 2025: *Directing the Algorithmic Gaze: Reclaiming Creative Sovereignty through Semantic Architectures. A Case Study on Meaning-First Filmmaking* (Awarded for excelence in research by UNATC)
- 2025: *The Asymmetric Advantage: Narrative Systems Architecture (ASN) as a Framework for Creative Sovereignty in the AI Era* (Women in Film: Leadership, Creativity, and Interdisciplinary Perspectives, Bucharest)

- 2024: *Echoes in the Machine: Unveiling Hidden Depths through the Lens of Established Genius* (AI in Art Practices and Research I/2024, Bucharest)

- 2024: *The Weight of 2 Million Walls* (SPOTLIGHT Seminar, Bucharest)

Book Chapters:

- 2024: *One Million Silent Rooms: Aging Alone in Romania*. Chapter in *Visual Research in the Semi-Peripheries: Seeing and Representing Human and More-than-Human Spaces*, Lexington Books. (pending)

Masterclasses/Workshops:

- 2025: *The Self-Communicating Film: Narrative Decryption for a New AI-Ready Cinema* (AI in Art Practices and Research II/2025)

- 2025: *The Narrative Universe Generator: A Hands-on Protocol for Transforming Ideas into Knowledge Sources Compatible with the AI Era* (INTED 2026, Valencia, under review)

AUTHOR / ARTIST PORTFOLIO

- **Short Films:**
  - ***DOR*** (2025, AI film, in production);
  - ***Article 22: Justice Calls*** (2021, Government competition for International Anti-Corruption Day, nominated at IPIFF 2021 for Best Producer). A judicial drama that translates Article 22 from the Civil Procedure Code *The Role of the Judge in finding the truth* into a cinema artwork with elements of social commentary and legal education.
  - ***Locationista*** (2021, drama-comedy in English with Romanian actors);
  - ***Sunmoon*** (2020, experimental, nominated at Goa Film Festival, India and finalist at Reykjavik Visions Film Festival, Island).

- **Brand Storytelling:**
  - ***Silent Heroes*** (2024, fundraising social film for elderly dignity). Made for Fundația Crucea Alb-Galbenă (The White-Yellow Cross Foundation).

- **AI Experiments/Music/Transmedia:**
  - ***Truth Never Dies, Right?*** (expanding the narrative of my short film *Article 22: Justice Calls* by shifting its form into a music video with AI music);
  - ***Mom & Machine*** (expanding the narratives of my mother's poems by translating them into AI songs with English lyrics);
  - ***A Million Silent Rooms*** (a visual gallery/artwork extending the *Silent Heroes* social film's narrative from isolated voice to a collective one);
  - ***Oblivion*** (Alzheimers' Punk Rock Prayer/Anthem dedicated to my mother and to all children who became their parents' parents).

- **Video:**
  - ***We Are Solvers*** (interview-driven research with top open innovation problem solvers);
  - ***XCulture: How Superheroes Are Born*** (quick lectures based on a leadership training program for small business owners awarded at Culture category in the *Patterns for Success* challenge on HeroX).

- **Short Prose:**
  - ***Camino del Sol.*** Contribution in *Povești Călătoare Vol.I* (Travelling Stories), Minela Publishing. A narrative that is part of the Romanian-French Prof. Ciprian Apetrei's doctoral research on diaspora culture and cross-cultural identity;
  - ***Hey, you're a dreamer?*** (awarded No.1 story on open innovation platform HeroX in the *Unleash Your Superhero* competition).
  - ***Friday*** (awarded story in a national Literature contest based on Henri Cartier Bresson famous photograph *Dans un train, Roumanie, 1975.*

- **Artbooks.** A collection of visual chronicles of the human spirit combining flash fiction, poetry and AI crafted images (self-published)
  - ***Crimson Soul:*** *A Cut of Truth*
  - ***Torn Ties:*** *Pilgrimage Through Dark Desert*
  - ***Quiet Affection:*** *Had Fear Cast No Shadow*
  - ***Black Sheep:*** *Outer Edges*
  - ***Prayers for My Last Self:*** *The Epilogue of Becoming*