



GARCIA Oana

CURRENT POSITION: Associate Lecturer

AFFILIATION/DEPARTMENT: Department of Economic Informatics and Cybernetics

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PROFILE

Oana Garcia brings the stories of people and data to life, driving meaningful change.

She is a seasoned global expert in data analytics, governance, and visualization with over 20 years of experience spanning corporate, management consulting, and academic roles across 30+ countries.

Her global career includes leadership positions in top organizations like EY, Citigroup, and HSBC, where she has implemented large-scale data initiatives, designed and implemented data standards and data quality programs, developed and facilitated training programs both in technical and people skills. Oana also has been very active in diversity, equity and inclusion efforts, taking on stewardship as well as employee resource group leadership roles.

As an Associate Professor at the Bucharest University of Economic Studies, Oana empowers master level students with advanced knowledge and practice in data, from ethics to analytics to responsible insights, and innovative visualization techniques to inform smart decision-making.

In 2024, Oana started her entrepreneurial journey with a focus and commitment to cultivate healthier and stronger individuals, teams, and organizations by integrating good data, smart technologies, and powerful well-being practices in a way that positively affects the bottom line.



EDUCATION

Habilitation	-
Post-Doc	-
PhD (Doctorate)	-
Master	MBA in Global Sales Management, The University of Akron, OH, USA (2003)
Bachelor	Business Administration, Bucharest University of Economic Studies (2001)

PROFESSIONAL TRAINING

- 2024** - TRACOM: Adaptive Mindset for Resilience Facilitator Certification
- 2024** - Mindvalley: Life Coach Certification
- 2023** - APMG International: Agile Project Management Foundation
- 2023** - Rice University: Mindfulness and Well-being Specialization
- 2023** - University of Pennsylvania: Foundations of Positive Psychology Specialization
- 2023** - Yale: Science of Well-being Class
- 2022** - TRACOM: Social Style Facilitator Certification
- 2020** - UiPath: Robotics Process Automation Citizen Developer Foundation
- 2020** - EY: Data Visualization Gold Badge
- 2019** - Enterprise Data Management Council: DCAM V2 Accreditation
- 2020** - EY: Information Strategy Silver Badge
- 2016** - Claritas: Investment Certificate
- 2012** - eLearningCurve: Information Management Professional Certification (Data Quality)
- 2007** - SAS: Data Manipulation, Advanced Techniques Training Certification

ACADEMIC EXPERIENCE

2022 - Present: Associate Professor, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Bucharest, RO

Courses taught:

- IT Systems for Business Intelligence - Master in Digital Business & Innovation
- Business Informatica - International MBA

2020 Business Lecturer, Bucharest University, School of Sociology and Social Work, Bucharest, RO Guest speaker - Introduction to Data Visualization

2004 Business Lecturer, Walsh University, Business School, OH, USA Time Management half-day seminar - MBA

2002-2003 Graduate Assistant, The University of Akron, College of Business, OH, USA



Responsibilities:

- Assist Marketing Department professors in all undergraduate school work and grading
- Sales lab event management for the Fisher Institute for Professional Selling
- Business Community outreach for the Institute for Global Business

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2017–Present Founder, Managing Director: Build Know How, Cluj, Romania

- Lead business consulting, training, and coaching programs integrating data and well-being
- Manage educational programs for children and community programs for families

2017–2024 Senior Manager, Technology Consulting, EY Romania, Bucharest, Romania

- Delivered business intelligence solutions, data governance, data migration projects
- Trainer and facilitator for data and management consulting skills
- Clients in Romania and Central and Eastern Europe

2015 – 2017 Head US Data Steward, Allianz Global Investors, New York, USA

- Spearheaded data governance and quality culture improvements across U.S. operations
- Designed metadata management systems, and assessed master data management solutions

2013–2015 Data Quality, Standards & Policy Manager, HSBC Global Banking & Markets, New York, USA

- Established data quality management and governance frameworks globally
- Trained global data quality analysts and standardized business glossary terms

2011–2013 Data Standards & Quality Expert, Citigroup Chief Data Office, New York, USA

- Developed global data standards for Global Compliance critical data elements
- Defined and provided guidance in implementation data quality management program

2006–2011 VP Analytics, Citibank North America, New York, USA

- Delivered pricing analytics driving \$250 million in revenue gains
- Led data integration projects and assumed risk control and business continuity roles

2004–2006 Marketing Research Consultant, DecisionPoint & Independent Consulting, Ohio, USA

- Conducted data-driven research projects for C-suite clients across various industries
- Managed marketing operations, including focus group studies and complex survey designs

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2024 – Present Mindvalley Active Member

2023 – 2024 International Positive Psychology Association Member 2011 – 2024 Enterprise Data Management Council Member

2006 – 2013 The Conference Board Active Member

2002 – 2005 American Marketing Association Member



INDUSTRY AND SOCIETAL ENGAGEMENT

2017 - Present Volunteer work, across Romania + online and in person programs globally

- Junior Achievement - judge in Business Plan Competition
- World Vision - mentoring and coaching for rural high school students in Romania
- 100 Mentors - online platform mentorship for young professionals across the world
- EY Europe - trainer and facilitator for new management; designed, hosted wellness program
- EY advocate - recruiting and networking events

2006 - 2013 Diversity, Equity and Inclusion, New York City, NY, USA

- Asian Pacific Heritage Employee Network - co-chair, leadership development chair
- Hispanic Employee Network - communication chair
- Active member in Women's Leadership Network

2006 - 2013 Volunteer work, multiple organizations in New York City area, NY, USA

- Junior Achievement - mentor and judge in Business Plan Competitions
- Operation Hope - provided financial education to secondary school children
- City of New York registered mentor - mentored high school students
- St. Anne's Corner of Harm Reduction - board member
- Violence Intervention Program - board member
- Romanian Consular office - elections committee member
- Habitat for Humanity - built homes for families in need
- The Hunger Project - organizing committee for annual gala event

2002 - 2005 Volunteer work, Ohio, US

- Greek & Romanian Orthodox Church - events and social work for families in the community
- Romanian Byzantine Catholic Church and Museum - tour guide for Romanian village 1997 - 2001
- Volunteer work and cultural exchange programs, multiple organizations, globally
- AIESEC Bucharest - active member serving students interested in working abroad
- Austrian Ministry of Environment - restoration camps volunteer
- Greek School Theatre Festival - participant
- China Cultural Exchange Program - participant

GRANTS AND HONORS

2006 - 2013 Multiple recognition awards for contributions in Diversity, Equity, and Inclusion at Citigroup in New York City area

2002 - 2003 Graduate Assistantship (scholarship) for full tuition at The University of Akron, College School of Business, MBA in Global Sales Management program

2003 Ethics Aware - Pi Sigma Epsilon Student Organization, The University of Akron

2002 Sales and Marketing Association - Sales Collegiate Award



LANGUAGES

English – Fluent/Native
Romanian – Fluent/Native
Spanish – **Intermediate**
French – Intermediate
German – Beginner
Japanese – Beginner
Italian – Beginner

SKILLS

Data Analytics & Visualization

Quick study of any analytical and visualization tool for traditional or big data, with ability to turn around and train/coach others in record time

Experience with multiple tools, including EY Growing Beyond Borders, multiple SQL platforms, SAS JMP, SAS E-Guide, Qlik, Tableau, PowerBI, Cognos BI, Business Objects, TIBCO Spitfire, Trifacta Wrangler, SAS Viya, Alteryx, Quantexa

Data Governance & Data Quality

Expertise in standing up and implement data governance, standards, quality programs globally
Keen eye on selecting the right tool for the right purpose (MDM, Governance, DQ)

Experience with Collibra, Data360, Adaptive, IBM InfoSphere, GlobalIDs, Tresata

Training and Communication

Confident and clear written and verbal communication with diverse audience across geographies, industries, lines of business, career maturity, or accountability levels

Strong active listening skills and cross-cultural / diversity group communication

Conflict resolution, with focus on win-win solutions and successful long term partnerships

Experienced trainer, facilitator, mentor, coach with versatility across cultures, experience levels, and industries

Leadership

Versatile leader and role model, with ability to go from high level strategic planning to detailed work

Effective project manager for both waterfall and agile projects, with focus on empowering people and leveraging each resource for its strength

Inspirational leader especially in situations that require uncomfortable change (people, processes, technology)