



## Personal information

First name(s) / Surname(s) **Iorga Ana Maria**

Address(es)

Telephone(s)

E-mail

Nationality

Gender

## Work experience

Dates	2012 – present
Occupation or position held	<b>Founder &amp; Chief Neuroscientist</b>
Main activities and responsibilities	Develop and grow the neuromarketing research lab. Establish growth objectives and new business strategy; establish partnerships with other international research labs; oversee the research team and get involved in the final stage of the research (data analysis and interpretation).
Name and address of employer	<b>Buyer Brain</b>
Type of business or sector	Consumer Neuroscience Research Lab
Dates	2008 – present
Occupation or position held	<b>Managing Partner</b>
Main activities and responsibilities	Develop growth objectives and company strategy; implement the business strategy; formulate policies to ensure that objectives are met; oversee the activity of different departments; oversee budgets and ensure that resources are used properly.
Name and address of employer	<b>Lemon Studio</b>
Type of business or sector	Advertising Agency
Dates	2008 – 2010
Occupation or position held	<b>Founder</b>
Main activities and responsibilities	Established an occupational medicine lab with a MD specialized in this field. Involved in developing the start-up and establishing it as a functional practice. Exited the start-up after it became operational.
Name and address of employer	<b>Apt Medical Services</b>
Type of business or sector	Healthcare Company
Dates	2006 – 2007
Occupation or position held	<b>Business Development Manager</b>
Main activities and responsibilities	Assess market opportunities; gather intelligence on customers and competitors; generate leads for possible contracts.
Name and address of employer	<b>Lemon Studio</b>
Type of business or sector	Advertising Agency
Dates	2005 – 2006
Occupation or position held	<b>Client Service</b>
Main activities and responsibilities	Meet with the agency's clients to learn about their projects and share the information with the Art Director; present the agency's work to our clients; share the feedback with the creative team.

Name and address of employer	<b>Land Advertising</b>
Type of business or sector	Advertising Agency
Dates	2003 – 2004
Occupation or position held	<b>Product Adviser</b>
Main activities and responsibilities	Preparing materials for the Trainings that were held with Pharmacists and Physicians; main adviser in Q&A Sessions of the Trainings.
Name and address of employer	<b>Innovatics Laboratories Romania SRL</b>
Type of business or sector	Healthcare Company

### Education and training

Dates	2011 – 2018 (expected)
Title of qualification awarded	<b>PhD in Consumer Neuroscience</b>
Principal subjects/occupational skills covered	<i>Thesis: Neuromarketing – a paradigm shift in Marketing Research</i>
Name and type of organisation	Bucharest Academy of Economic Studies, Doctoral School of Marketing
Dates	2006 – 2008
Title of qualification awarded	<b>MBA in Finance; secondary MBA specialization in Marketing</b>
Principal subjects/occupational skills covered	<i>Dissertation Paper Title: Corporate Training Market in Romania</i>
Name and type of organisation	Ottawa University & Bucharest School of Management (Bucharest Academy of Economic Studies )
Dates	2000 – 2006
Title of qualification awarded	<b>Bachelor's Degree in Medicine</b>
Name and type of organisation	University of Medicine and Pharmacy "Carol Davila"
Dates	1996 – 2000
Title of qualification awarded	<b>Graduate</b>
Name and type of organisation	"Ion Luca Caragiale" National College

### Educational and Professional development

#### - Publications

- Co-editor & Author of **Ethics in Neuromarketing**, Springer, 2017
- **Conducting neuromarketing studies ethically-practitioner perspectives**, Cogent Psychology, Volume 4, 2017
- **How to rocket launch your new product**, Neuromarketing Theory & Practice, No. 15/2016
- **Ethical Responsibility of Neuromarketing Companies in Harnessing the Market Research—a Global Exploratory Approach**, The AMFITEATRU ECONOMIC journal 16(35) (2014)
- **A new challenge in contemporary marketing – Neuromarketing**, Management & Marketing, No. 4/2012
- Contributor to [www.agencypost.com](http://www.agencypost.com), a US-based online marketing publication, with the following papers: **Homo Economicus: Chronicle of a Death Foretold**, „**Squeeze a tear**” **businesses outshine the hyper-rational ones**, **Soul Marketing**, **The Future of Neuromarketing — Studying Moods, Not Emotions**.
- **Neuromarketing in a Multicultural context**, Neuromarketing Theory & Practice, No. 3/2012
- **Cat vinde Emotia? Strategie de marketing cu nerv**, [www.adplayers.ro](http://www.adplayers.ro), Dec 2012
- Numerous articles on my personal blog – <http://buyerbrain.com/blog/> and on other blogs - <http://rootandtoot.co.uk/food-the-brain-and-neuromarketing/>; <http://duffy.agency/brain-is-the-battleground>.

**Awards / achievements**

2015 – Accepted in the Innovation Labs mentorship program.  
 – Graduated from the RICAP Mentorship Program (<http://portal.larta.org/ricap>). RICAP helps Romanian technology entrepreneurs and innovators to develop their businesses and take their products to international markets.  
 2014 – The article **Ethical Responsibility of Neuromarketing Companies in Harnessing the Market Research—a Global Exploratory Approach** was awarded by UEFISCDI (The Executive Unit for Financing Higher Education, R&D and Innovation) as one of the best articles published in 2014.  
 2010 – Featured in **“25 Lideri in Afaceri”**, the yearly ranking published by the Romanian-Canadian MBA board, as one of the business leaders with outstanding achievements since graduating from the MBA.  
 2007 – Best Disertation Project – Romanian-Canadian MBA. Prize: each member of the team received a scholarship for the Marketing MBA specialization.

**Professional Memberships**

- **TAAN Worldwide** (2009 – present)  
 One of the largest international networks of independent advertising agencies. Lemon Studio is the Romanian representative  
 - **Neuromarketing Science and Business Association - NMSBA** (2011 – present)  
 The first Neuromarketing Association that gathers professionals and academia from all over the world  
 - **AMA – American Marketing Association** (2015 – present)

**Extracurricular activities**

**Personal skills and competences**

Mother tongue(s)

**Romanian**

Other language(s)

Self-assessment

European level (\*)

**English**

**French**

**German**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user
B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user

(\*) [Common European Framework of Reference for Languages](#)

Miscellaneous

Computer skills and competences

Microsoft Office – Word, Excel, PowerPoint. Mac user.