

PERSONAL INFORMATION



Iuliana CHILEA

14F Salciei Street, Bragadiru, Ilfov County, Romania

+40 21 310 17 30 +40 748 112 159

iuliana.chilea@gmail.ro
iuliana.chilea@asro.ro

Nationality Romanian
Date of birth 04.01.1978
Sex female

WORK EXPERIENCE

July 2017 - present

Director General

Romanian Standards Association – ASRO

- 130 associative members (legal entities)
- 1500 members of national TCs
- 65 employees

April 2010 - July 2017

Director of Standardization Division

Romanian Standards Association – ASRO

- Management of national standardization activity (20 standardization officers handling over 150 national technical committees)
- National representative in European Standardization Organisations' technical boards (CEN/BT and CENELEC/BT)
- Representation of standardization activity in relation with national public authorities
- Chairing CEN/CENELEC Technical Boards Working Group 7 *Reduction of Development Time*
- Chairing the team responsible for implementing ISO 9001 principles in Standardization Division of ASRO
- Secretary of the Standardization Council of ASRO, responsible for correct application of the standardization methodology

ASRO – Bucharest

National Standardization Body, private entity of public interest

September 2006 – March 2010

IPR Attorney

Cabinet M. Oproiu

42 Popa Savu, Sector 1, Bucharest, Romania

- Legal representation related to trademarks, domain names, patents in front of the National Trademarks and Patent Office, WIPO and national courts
- Documentary search for trademarks availability at national and European levels

Private IPR consulting company

March 2005 – September 2006

Head of Production-Publications Department

Romanian Standards Association – ASRO

- Management of development and promotion of new products in standardization
- Management of marketing and information in standardization

ASRO – Bucharest,

National Standardization Body, private entity of public interest

September 2003 – March 2005

Copyright Administrator – Legal Adviser

Romanian Standards Association – ASRO

- Handling copyright issues in standardization activity
- Developing and managing contractual relationships on copyright licensing
- Part of the group responsible for fulfilling the conditions in order to get full membership of CEN and CENELEC
- Coordinator of the inter-ministerial committee set up for analysing and revising the national regulations containing references to standards according to principles of WTO and European standardization

ASRO – Bucharest

National Standardization Body, private entity of public interest

EDUCATION AND TRAINING

2016 July

CEO Master Class

Connect Events

2015 May

Training on competition assessment of laws and regulations in Romania

OECD

2009 June

Training on adoption and referencing International standards into national legislation

International Standardization Organisation - ISO

2006 May

Training on intellectual property rights in standardization

International Standardization Organisation - ISO

2005 May – June

Public International Commercial Law

World Trade Organisation and International Development Law Organisation

2003 – 2004

Post-graduate studies on EU Law

University of Bucharest, Faculty of Law

1995 – 1999

Bachelor of Law

University of Bucharest, Faculty of Law

PERSONAL SKILLS

Mother tongue(s)

Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Russian	C2	C2	B2	B2	B2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication / social skills	Good team liaison, experience in leadership, communication skills
Organisational / managerial skills	Planning, detail orientation and prioritization; self-discipline and decision-making; coordination of projects, personnel, and budgets
Job-related skills	Working and communicating in a multicultural environment Driving a team to the fulfilment of the tasks Thorough assessment within regulatory environment Consultancy in areas related to marketing of goods and services (Internal Market policies)
Computer skills	Word, Excel, Power Point, Outlook , Internet
Other skills	Multi tasking skills having to work and deliver results on various projects at the same time
Driving licence	Driving licence B

ADDITIONAL INFORMATION

- Part of ASRO team responsible for getting the full membership of CEN/CENELEC – the European Standardization Organizations
- Direct participation and involvement in developing the national Standardization Law no. 163/2015
- Direct participation as national representative in the process of developing the European Regulation 1025/2012 regarding European standardization
- Project leader in the national project funded by the National Research Authority *Raising the Capacity of the National Research Authority in developing public policies* 2011-2012
- Member of Committee on Standards, organized by DG GROW European Commission, since 2016
- Member of CENELEC Council of Administration
- Member of CEN/CENELEC Membership Relations and Monitoring Committee
- Participation as STE (Short-Term Expert) in the following projects:
 - EUROPEAID/114241/C/SM/MD 2006 Assistance to NISM of Republic of Moldova
 - CARDS Programme 2008, Technical assistance for Croatia NSB
 - Twinning project MD/13/ENP/TR/14 Strengthening of the standards and metrology sector of Republic of Moldova according to the best practice in the EU Member States - main objective: review of Moldovan Laws on Technical Regulations and Standardization and submission of recommendations on harmonization with EU legislation.
- Project leader of the EU-funded Twinning Light Project MD/13/ENPI/EC/04/17/TWL – “EU support for the National Institute for Standardisation of the Republic of Moldova to comply with CEN and CENELEC full membership criteria”
- Junior Project Leader and Component 1 leader of the EU-funded Twinning Project UA 17 ENI EC 01 18 - Strengthening the capacity of the Ukrainian National Standardization Body, 2018-2020

Published articles:

Intellectual property rights regime in standardization – “Standardizarea” magazine no. 1 & 2 / 2004

Liability for the quality of products and services. European perspectives – “Calitatea” Magazine no. 1/2005

Use of national language in standardization - “Adevarul” newspaper no. 11/2005

Competition implications in standardization - "Standardizarea" magazine no. 10 / 2006

- Coordinator and co-author of the standardisation methodology manual *Questions and Answers about Standardisation* published by ASRO Publishing house
- Coordinator and co-author of ASRO Guide *Using Standards in Public Procurement*

Author of the Ex-ante impact assessment for the future Industrial Property Strategy of Romania (October 2020)