



Florentina ALMAJANU

Managing Director
CFA Society Romania

Florentina Almajanu has over 22 years of experience in leading and representing financial professional associations, successfully coordinating public affairs, PR and advocacy campaigns.

Florentina leads as Managing Director CFA Society Romania, member society of CFA Institute, the global association offering the Chartered Financial Analyst (CFA) designation, one of the most prestigious certifications among finance professionals.

Due to her perseverance and determination, Florentina actively contributes in growing and increasing the awareness of CFA Society Romania and its projects. In the last two years, the society has improved the communication and advocacy strategy, by revising the ongoing projects such as the Macroeconomic Confidence Index, new projects such as the financial education campaign "Generation I - The Financial Independent Generation" or "CFA Ambassadors", an university outreach program for Romania and Moldova. "Generation I" will be an extensive financial education campaign that aims to create a sustainable impact in the Romanian society. Coordinating the flagship events of CFA Society Romania such as "Forecast Dinner", "Future of Capital Markets in CEE" or "Women in Investment Management" represent one of Florentina's challenges. The regional events aim to improve the financial markets from CEE countries and not only. The prompt actions and mass media communication regarding the Romanian private pension system led to the award of the special prize "Supporting of the Private Pension System" granted by Xprimm.

In over 20 years while she led the National Association of Insurance and Reinsurance Companies in Romania (UNSAR), Florentina Almajanu had an important role in obtaining tax deductibility for private health insurance and several other major legislative changes in the field of insurance as well to increase the association's notoriety and credibility. Recognition also came from the fact that UNSAR won the Golden Award for Excellence at the Romanian PR Award 2016, Public Affairs category, Advocacy, Lobby with the Campaign "The Future of the Healthcare System Starts Now", a project developed by Point Public Affairs.

Graduate of the Bucharest Polytechnic University, Faculty of Power Engineering, Nuclear Energy Specialization with a Master's degree in Finance and Insurance at Bucharest Academy of Economic Studies, and a scholarship at the University of Wisconsin at La Crosse, specializing in the "Health and Pension Risk Management Fund", Florentina has improved her communication, representation and public speaking skills through various courses at the National University of Theater and Cinematographic Art "I. L. Caragiale", trainings in public affairs and advocacy and training sessions organized by the Royal Academy of Dramatic Art - RADA for Business.

