

THE CREATIVE BOUTIQUE FOR CONSCIOUS BRANDS AND PEOPLE

A grayscale photograph of a hand holding a glowing orb, which is the central visual element of the page. The hand is positioned in the center, with the fingers gently cupping the orb. The orb is bright and appears to be made of light or energy. The background is dark, making the hand and the orb stand out.

REVEALING your matchless SINGULARITY

Cheerleading brilliance \ building outliers since 2006

UTOPIC BRAIN

Raluca Mihăilă, a conceptual artist, a published author and an abstract thinker with experience and background in various Social Sciences. I am 41 and am currently based in Bucharest, Romania.

My professional core verticals are

Identity and Brand Architecture • turn businesses and people into brand identities that matter

Creative Strategy and Marketing Design • build ecosystems that last

Biohacking Businesses through psycho-personal growth

and I cover all workload from the Business Dvlpm and Creative Industries to the Marketing universe.

I've been up the corporate ladder to Head of Dptm and jumped right into it and out of it to know first hand what it means to do intra- / entre- / solo-preneurship and freelancing.

23+

Years of expertise

850+

Touched brands

25+

Accreditations

900+

Projects

Who I am



03

Great People and Brands come from clear visions and the courage to follow through

Thank you to all of you, the shooting stars, the untamed souls, the edgy minds, the eccentrics, the elite singulars, the rulebreakers, the braves, the bored to be bored and the very few real visionaries.

You inspire both our craziness and our complacency and miraculously make us feel not alone when we lose it.
Because you do, too, while you teach us that the magic is in the balancing act of holding contrasts.

I am the same, so I get you. And all my work serves this understanding.
My biggest win from meeting you is \ not in what I do, but in what I become.
And I pledge to reciprocate this.

Working the innovation muscle
with you

✦ My deepest care is to add value to visionary companies built on integrity, excellence and a strong sense of responsibility for their communities.

✦ I create marketable value in the difficult places of the \ unknown.

at the beginnings \ brand building, going public, business launching, road mapping

in transitions \ product redesign, rebranding, pivoting, envisioning change, scenario planning, career shifts

at crossroads and in bottlenecks \ by unlocking anything that doesn't flow as you want to

✦ I love working alone, but togetherness forges a very different flavor of commitment, which I can't un-know anymore. I am one who stays through hardship, ride any storm and persevere through thick and thin.

Where I stand

04



This is me

+ Roles I had and hats I wore

Head of Marketing / Loyalty programs / Business dvlpm / Sales
Outsourced Consultant to drive business development
Creative Strategist, Marketing Expert
Business Owner, Team Lead
Brand Architect, Content Creator, Web Designing Lead
Coach, Phototherapist, Counsellor
Photographer, Writer, Artist

+ What I use in my work

Psychology, Marketing, Business Strategy & Development, Community Building, Social Listening, Economics, Philosophy, Creative Writing, Employer Branding, Photography, Advertising, Counselling, Systemic Coaching, Lean Six Sigma frameworks, Agile philosophy, Scrum methodology, Serendipity. And fun.

+ Industries I have worked with

Technology and IT, Retail, Fashion, Food & Bev, Legal, Wellness, ESG, CSR and Sustainability, Culture, Psychology and Psychotherapy, HR, Entertainment, Culture, Hotels and hospitality, Social services, Manufacturing, Online Commerce, Digital & VR dvlpm, Journalism, Civic services, Medical, Spa & leisure, Speakers Coaching and Content Curator, Education, Creative Industries, Publishing, Commerce, Education, Social activism, Charity & NGO, Real Estate.



Competence, experience,
expertize

I've met and worked with hundreds of people worldwide.

I found a universal struggle in all geographies: somehow, **people can't stand \ being ordinary.**

"Just normal" is a very unsexy endeavor for many, yet a good place to fall on in times of crisis.

Despite my natural inclination for the out-of-the-ordinary, I found tremendous pleasure in working with people who thrive in chilled, silent and peaceful moments in which they don't need to change, build or invent anything.

It was extremely refreshing to tune into \ **being** with them while designing creatives for their brand ideas.

They made me realize how the obsession to go out of the box only lands you in another box.

Bigger, but still bound to conformity and illusory differentiation.

Ordinary brands are diligent, useful, functional, beautiful and whatever is enough for them, is enough for their clients as well. And I am beyond grateful to have been a part of their stories.

065



I meet the world on my terms

07

(07/16)

Vision

Our biggest fear is that we are powerful beyond measure.
Once we \ diligently become our one and only, we no longer need
to repress the sublime in us.

Mission

Witness people in their beautiful unfolding while I remain aware
of mine.

NO \ as my version of a complete sentence

Goes to bullshit, disrespect, dishonesty and unethical behavior without
remorse or responsibility for repair.

In which case, I always leave without looking back.

TED^x
Bucharest
x = independently organized TED event

Biz[®]

EMCC
European Mentoring & Coaching Council



Alist
magazine
by Andreea Esca

BRAND MINDS
ASOCIAȚIA **β**

TED^x Brașov
x = independently organized TED event

PSYCHOLOGIES

VAST & CURIOUS

UNCHAIN
FINTECH FESTIVAL

TED^x Piața Unirii ED  **GOETHE INSTITUT**



banking4.0

COMMON HOUSE



FRAS
FEDERAȚIA ROMÂNĂ DE AUTOMOBILISM SPORTIV



CLIMATE CHANGE SUMMIT

 **clubantreprenor.ro**

RDUU ROMANIAN DESIGN WEEK

Solutions for the Future

There are brands \



WALL-STREET

HORECA
INSIGHT
hotel | restaurant | café

SIAL Paris
INSPIRE FOOD BUSINESS

avenor
college

FESTIVALUL DE FILM
ȘI ISTORII
RÂȘNOV

V7
STARTUP STUDIO

Brașov
Jazz & blues
Festival

LONGEVITY
CLINIC

BR
AV
VA

hr
QUALITY SERVICES

WHISKY
FEST
ROMÂNIA

cub
YOGA STUDIO

ALBASTRU
ȘI ORIGINI

Ayelet Shrem
PROFESSIONAL COACH

kraft
market

Carte
Parte

CLUJ
COCKTAIL
WEEK

IMOLO

I touched or built \



KAI
Tiles for every home

OZB

IAA
INTERNATIONAL ADVERTISING ASSOCIATION

ROHEALTH
Clusterul pentru Sănătate
și Bioeconomie

YOLANDA
CREȚESCU



REWE GROUP

BILLA



CROWNE PLAZA



Athénée Palace Hilton
Bucharest

IQads

BR Business Review
WHERE ROMANIA TALKS BUSINESS



ANA HOTELS

Silvia Șerban

TJ



just to understand \



up you go
with *Julia Dragan*



STORYSCAPES

VIATA MEDICALA



100

ANTROPEDIA



DECODER

PODCAST DE CULTURĂ ÎN MANAGEMENT



ROGALSKI
DAMASCHIN



WE INVENT
smart ideas & bright people

Elita României



despreSpa
WellnessPentruTine

Elpsi Land

PUBLICA
ADUCE
IDEI

PARAGON
RESIDENCE



ANATOWER
OFFICES

Finding Ease
Wherever you are



SPOR
ȘCOALA
PENTRU OAMENI
RESPONSABILI



COOK & TRAVEL IS OADA

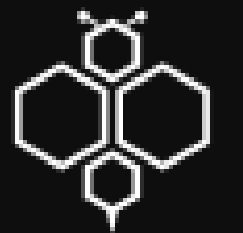


multi
SENZORIAL



EXEC-EDU

KREATORIA.RO



BEETREAT

they also touched
and built me





How my work lands

"Meeting Raluca is a providential encounter. She is gentle, delicate, and at the same time determined, tenacious, complex and complete. DepreHUB had been held by her from the beginning and over time her critical eye brought laser focus on what this organisation needs. Gently but firmly she holds our direction, imposes the action, and gives me peace of mind that if she takes on a project, it's in good hands."

Yolanda Cretescu, Founder and owner DepreHUB

"Every meeting with Raluca is an encounter with a sublime mind. Through the questions she asks, through the answers she contemplates, she elevates everything into a long-lasting transformative journey. She is a "discoverer of the marvels of everyday life", a deep analytical mind with an infinite passion for projects that shape our world meaningfully".

Ioana Mischie, Transmedia Artist and Futurist, Founder Storyscapes

"A big thank you for your work with me. It was unexpected, almost therapeutic, some things blew my mind and allowed me to think more about myself. I love the process you brought me through."

Dace, Senior Professional in the Pharma industry

"Raluca is a person with a very versatile profile and a lot of human and professional delicacy. She grows brands, people, and dreams, supporting us from sitting to standing".

*Dora Surugiu-Kocsolade
Co-founder DORO 16, New Project Architect @ BISM, former Maastricht School of Mngm*

"Working with Raluca is creating a partnership. She is a unique star in this world, bringing depth, researched based-approach, professionalism, humility and humanity. She partnered with me and identified my core essence to create a marketing strategy that isn't selling me, but representing me. From the greater understanding of the market to the smallest details of the logo and branding - all unique, personal, and voicing my strengths."

Ayelet Shrem, , Professional Coach for international talent in transition

"Raluca is honest, dependable, incredibly hard-working, knowledgeable, experienced and constantly creative. Apart from the undeniable talent, Raluca had always been an absolute joy to work with. She is a true team player and always manages to foster positive discussions and bring the best out of her colleagues."

Christine Schillings, CEO, Windsedswiss

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I encourage good deeds and support organizations that care about what I care about.



FUNDAȚIA
COMUNITARĂ
ORADEA



SustineBinele



În ritmul tău

depreHUB

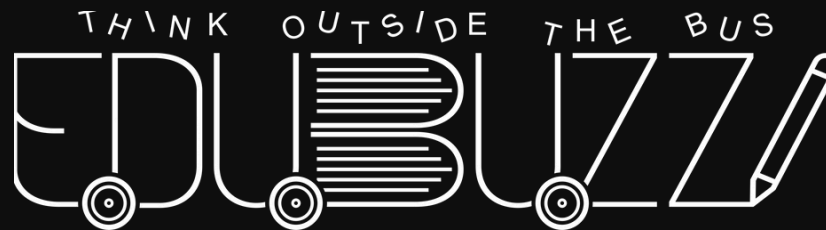


HAPPY MINDS
powered by depreHUB

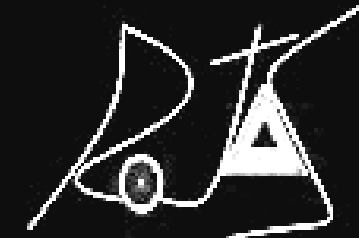
FUNKY
CITIZENS



Teens in AI



asociația pro democrația



I value my memberships as I do my friends

BiSM

BUCHAREST
INTERNATIONAL
SCHOOL OF
MANAGEMENT



European
Psychosynthesis
Association



PWN | GLOBAL
PROFESSIONAL WOMEN'S NETWORK



GLOBAL CODE
of ETHICS



CoachCoegi
Generate Higher Will

POINTS OF YOU

14



I hold education
as a lifestyle

because I am fascinated everytime
\ my beliefs can be changed

theinstituteof
Psychosynthesis
servinghumanityintransition

Middlesex
University
London

MSM
MAASTRICHT
SCHOOL OF
MANAGEMENT

University
of Split

ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

Psychosynthesis
Coaching

CAMBRIDGE
English

MINDWORX
ACADEMY

EUROPEUM
INSTITUT PRO EVROPSKOU POLITIKU
INSTITUTE FOR EUROPEAN POLICY

ADR
ALTERNATIVE
DISPUTE
RESOLUTION

e
effectuation

LEAN
6σ
SIGMA

Scrum.org

emergentics®
INTERNATIONAL

coursera

STANDFORD
DEVELOPMENT

MasterClass

udemy



having shared all that,
I'd like to \ meet you now.



\ Let's Brainstorm
if you are onto something.
Or want to be.

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