



Andra-Paula Cionca (Avasiloaie)

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About myself

Co-Founder & CMO of Genezio, leading positioning and growth of a Conversational AI Optimization platform. PhD in Engineering and Management with research focused on AI-driven requirement engineering, multimodal systems, and intelligent automation of user story generation. Experience spans product ownership, business analysis, agile transformation, and AI-first go-to-market strategy.

Work experience

Co-Founder & Chief Marketing Officer (CMO) | Genezio | 01/10/2023 - Current | Bucharest, Romania

- Co-founded a Conversational AI Optimization platform for enterprise AI visibility.
- Lead AI product positioning, GTM strategy, and enterprise adoption.
- Translate complex LLM behavior into measurable business insights.
- Support brands in improving visibility across generative AI systems.

Product Owner / Business Analyst | Ready For IT | 01/02/2021 - 01/02/2023 | Bucharest, Romania

- Manage full product lifecycle from discovery to delivery.
- Lead stakeholder engagement, backlog management, and roadmap planning.
- Coordinate cross-functional teams (development, QA, design).
- Deliver workshops and training programs in Business Analysis.

Business analyst | Deloitte Digital | 01/04/2021 - 01/12/2021 | Bucharest, Romania

- Coordinated Agile ceremonies and sprint planning.
- Managed Azure DevOps pipelines and delivery quality standards.
- Facilitated communication between stakeholders and technical teams.

IT Business Analyst / Scrum Master | Tremend Software Consulting | 01/06/2019 - 01/05/2021 | Bucharest, Romania

- Requirements modeling (UML, BPMN, wireframes).
- Backlog refinement and acceptance criteria definition.
- Agile coaching and team maturity assessment.
- Tools: Jira, Confluence, Figma, Miro, Balsamiq, Azure DevOps.

Research Intern | CentraleSupélec | 01/06/2018 - 17/10/2018 | Gif-sur-Yvette, Bulgaria

- Research on Point Cloud and Mesh compression metrics.
- Conducted theoretical and practical analysis using MATLAB, CloudCompare, Meshlab.
- Compared compression mechanisms and performance metrics.

Education & Training

Doctor of Science (PhD), Engineering and Management | National University of Science and Technology POLITEHNICA Bucharest | 01/10/2021 - Current | Bucharest

Master's Degree – Electronics, Telecommunications & IT | National University of Science and Technology POLITEHNICA Bucharest | 01/10/2019 - 30/06/2021 | Bucharest, Romania

Bachelor of Science – Electronics, Telecommunications & IT | National University of Science and Technology POLITEHNICA Bucharest | 15/09/2015 - 16/06/2021 | Bucharest, Romania

UX/UI Designer Certificate | The Informal School of IT | 07/02/2020 - 14/05/2020

High School | Spiru Haret National College | 14/09/2011 - 17/06/2015 | Moinesti, Romania

Language Skills

Mother tongue(s): **Romanian**

	Understanding		Speaking		Writing
	Listening	Reading	Spoken production	Spoken interaction	
English	C1	C1	C1	C1	C1
French	B2	B2	B2	B1	B2

Skills

ICT project management methodologies | Agile development | Social Media | Product marketing | Scrum | Stakeholder Coordination | Public Speaking and public relations | Organizational and planning skills | Mentoring and Leadership Skills | Team-work oriented | Training

Certifications

UX/UI Certificate | The Informal School of IT | 12/02/2020

ITIL Foundation Level | LinkedIn | 09/02/2021

Volunteering

Founder & President | 18/10/2017 - 14/01/2021 | Toastmasters UPB – Bucharest, Romania

President | 02/03/2018 - 08/04/2020 | Electronics Students League – Bucharest, Romania

Student Assessor | 09/11/2016 - 05/02/2020 | Romanian Agency for Quality Assurance in Higher Education (ARACIS)

Speaker Coach | 13/01/2017 - 08/02/2019 | TEDxUniversitateaPolitehnicaBucuresti

Honours and Awards

30 Under 30 Honoree | Forbes | 20/09/2023

Conferences & Seminars

eCommerceTalks by easySales – Speaker | Bucharest

Panel: *AI powered ecommerce: how AI can optimize business operations*

<https://www.linkedin.com/feed/update/urn:li:activity:7379511942488506369/>

FOSDEM | Brussels

KubeCon + CloudNative | Paris

Kubernetes Community Days Romania | Bucharest

DeveloperWeek CloudX | San Mateo

Publications

Transforming user story definition: From deterministic to AI-powered automation.

Avasiloaie, A.-P., et al. (2025), Romanian Journal of Information Technology and Automatic Control, Vol. 35, No. 2, pp. 59–72. WOS:001522929000005 | IF 0.7 | Q4.
https://rria.ici.ro/documents/1371/art._Avasiloaie_Semenescu_Popovici_Chiva.pdf

Enhancing agile requirement discovery with AI-driven multimodal systems and synthetic US generation

Avasiloaie, A.-P., et al. (2025), Scientific Bulletin Series C. WOS:001644214500026.

Multithreading VPN Application to Monitor Web Traffic and Unblock Geoblocking Websites

Dr goi, M.-V., et al., Avasiloaie, A.-P. (2025), Scientific Bulletin Series C: E I Science,” ISSN 2286 - 3540, Accession Number WOS:001644214500015.

Architecting Secure Smart Infrastructures with AI Microservices and Autonomous Agents.

Ureche, T.-C., et al., Avasiloaie, A.-P. (2025), IEEE International Black Sea Conference on Communications and Networking (BlackSeaCom), Chi n u.

Leveraging NVIDIA AI technologies in the development of REQAPP

Avasiloaie, A.-P., et al. (2025), SCIC Proceedings, Vol. 12, pp. 465–480 (2025).

AI-driven decision support for SCRUM team selection in smart city software development projects

Avasiloaie, A.-P., et al. (2025), SCIC Proceedings, Vol. 12, pp. 453–464 (2025).

Integrating NVIDIA AI Microservices with the Eclipse Arrowhead framework for smart city application

POPOVICI E.-C., et al., Avasiloaie, A.-P. (2025), SCIC Proceedings, Vol. 12, pp. 481–500 (2025).