



# Cristina Panait

Cristina has more than 7 years experience in marketing research, the majority of this time being spent on media research

as of November 2005 Cristina has led the research activities in Mediapro, the biggest media group in Romania and ECE. she built and coordinated the teams dedicated to qualitative and quantitative research and developed specific research tools for the print media, new media and TV & cinema production and distribution markets

during her time at Mediapro Cristina worked on several development projects and was also involved in cross-country / category projects

prior to her experience at Mediapro, Cristina has also worked in the FMCG field, being part of the global media department at Reckitt Benckiser in the UK, and she also got the taste of the advertising world as a media planner for a Romanian advertising agency

she is a strong believer in research as the crucial ingredient to innovation and development projects and supports the idea that research is not only meant to explain and measure but also to explore and inspire