

SILVIA CARASEL

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Strategy & Operations | Business Analytics | Cross-functional Execution

Ex-Google experience driving cross-functional programs in AI, digital adoption, and program growth. Skilled at structuring ambiguous problems, aligning stakeholders, and leading execution end-to-end. Sharpening analytical capabilities with an MS in Business Analytics & AI as a Fulbright Fellow.

EXPERIENCE

Fulbright International Program - Business & AI Fulbright Fellow, Sept 2024 - Present

Competitive grant recipient | MS in Business Analytics & AI at Stevens Institute of Technology (Expected May 2026)

- Building analytical and applied business capabilities: business intelligence, marketing analytics, SQL, Python, GenAI applications.
- *Projects*: Mayo Clinic AI diagnostic tool (IT & GTM strategy case). Airbnb market analytics (SQL, Python). Voice AI coach for behavior change (GenAI prototype).

Google - Product Marketing Manager, Brand & Reputation, Jan 2022 - Sept 2024

Led strategic initiatives across AI adoption, digital skills, and product go-to-market

- **AI Strategy**: Led *AI Opportunity Initiative* and designed programs for public officials, entrepreneurs, and students. Led stakeholder segmentation, curriculum development, and cross-functional execution with policy, sales, and local engineering teams. Created and led *AI Connect Bucharest*, the largest AI Google event on the topic in Eastern Europe.
- **Growth & Scale**: Drove *Grow with Google* programs reaching 10,000+ individuals* in digital skills training. Expanded *Be Internet Awesome* on online safety to impact 30,000+ educators and 1M+ children* through strategic partnerships. (*in 2 years)
- **GTM Operations**: Supported local launches for Gemini, Market Finder, and Pixel, contributing to positioning, cross-functional coordination, and launch execution.
- **Stakeholder Management**: Built relationships with external partners (government, education, NGOs). Collaborated with Ads sales teams on B2B customer programs and SMB/startup ecosystem initiatives.

Edu altfel Association - Founder & President, March 2020 - Dec 2021

- Identified market gap during pandemic, designed and launched digital education program serving 2,000+ educators in 3 months.
- Achieved 60% email open rate and 7% conversion through data-driven optimization of content and segmentation strategies.

Leaders Foundation - Program Manager, Sept 2019 - Oct 2020

- Developed national programs in tech and health, growing the community by 1,000+ participants in 6 months. Increased conversion rates, established 8 new partnerships, and reduced project costs by 10%+.

Student endeavors that shaped my values and proactive mindset

ING Tech - Student Internship, Mar 2019 - Aug 2020

Students' National Associations - Public Health Program Manager, Apr 2017 - Apr 2018

Students' University Association - President, Mar 2016 - Mar 2018

- Led a 15-member team to redefine the organization's strategy. 4x funding growth.

EDUCATION

Stevens Institute of Technology, Faculty of Business

MS, Business Analytics & AI (Expected May 2026)

Coursework: Financial Management, Business Intelligence & Analytics, Marketing Analytics, Process Optimization, Management of AI, IT Strategy, Building Business Applications using GenAI

The Politehnica University of Bucharest, Faculty of Automatic Control and Computer Science

MS, Management in Information Technology (2021)

3-month project: Play&Fit, a health app using pose recognition and gamification for daily training programs

2-year dissertation project: Prediction of microRNA action using machine learning techniques

The Polytechnic Institute of Porto, Instituto Superior de Engenharia do Porto

European Project Semester (2021)

Reconfigurable and Ergonomic Smart Desk, research experiment with the paper accepted at TEEM 2021 (won the 1st place)

University of Medicine and Pharmacy,

Faculty of Pharmacy, BS Pharmacy (2019)

RECOGNITION

Forbes 30 Under 30 Romania - Honorable Mention, Oct 2025 Edition

SKILLS

Strategy: problem structuring, stakeholder management, go-to-market planning | **Operations**: program management, cross-functional coordination, process optimization | **Analytics**: business intelligence, SQL, Python, data analysis, data visualization tools | **Domain**: tech ecosystems, digital transformation, AI, health-tech, education

CONTRIBUTION

The Social Incubator USA NGO - Community Manager, May 2025 - Present

United Nations - Advisor for the Romanian Mission, Oct 2025 - Dec 2025

Aspire Foundation NGO - Community Manager, Oct 2023 - Jul 2024