

## Dr Cristina Sambrook

Teaching Fellow

The Department of Marketing

### Contact details

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### About

Prior to joining the Business School, Cristina had an international career as a consultant and project manager; she lived in several countries and worked in Romania, Israel and UK on political campaigns, foreign investments and law. She was adviser to the Romanian Chief Negotiator with the EU during Romania's accession negotiations, as well as consulting freelance on anti-corruption legislation and strategy for various NGOs (Israel, UK).

Her current interests lie in the area of cross-cultural communication, personal branding and international marketing strategy.

### Qualifications

- PhD in Public International Law (*cum laude*), University of Bucharest, Romania, 2005
- MA in Diplomatic Studies, Diplomatic Academy of London, University of Westminster, 2003
- PGDip in Contemporary European Studies (*with distinction*), Sussex University, 2002
- LL.B. (*with distinction*) - Babes Bolyai University, Romania, 2000

### Teaching

Cristina teaches on the postgraduate programmes: Cross Cultural Communication (MSc International Marketing), Marketing Concepts module (GDBA) and Global Marketing Leadership (MBA). She also supervises undergraduate and postgraduate dissertations.

### Research

- International marketing strategy
- Cross cultural communication & management
- Personal branding
- Good governance