

Ligia Adam

Founder, ReLoop.me

Bucharest, Romania | [LinkedIn](#) | [Website](#)

B2B technology marketer with 15+ years in cybersecurity, enterprise software, and AI. Currently building ReLoop.me, an AI capability-intelligence platform, after leading analyst relations at Bitdefender through a Gartner Magic Quadrant repositioning.

EXPERIENCE

Founder · Product Marketing & AI Product Builder ReLoop.me (ZORRI S.R.L.) Built an AI capability-intelligence platform reading job descriptions and professional profiles for evidenced capability, with two products in public beta. Defined a new category with positioning and regulatory narrative aligned to EU Pay Transparency Directive 2023/970 and EU AI Act. Designed and shipped the product end-to-end solo using multi-stage LLM pipelines, deterministic QC gates, and a salary-calibration engine. Executed full GTM including website, pricing, B2B pay-transparency audits, and pilot programs.	Sep 2025 — Present <i>Bucharest, Romania</i>
Fractional Marketing & Operations Lead Mig Eco Energy Led marketing, brand repositioning, and operational programs for a Romanian eco-energy company. Delivered HR and compliance capability audits that were adopted for legal review.	Feb 2021 — Present <i>Bucharest, Romania</i>
Head of Marketing Digital Nation Scaled the national teacher-training platform from approximately 3,000 to 35,000+ users and led its free-to-paid transition. Owned positioning, conversion funnels, and partner communications.	Mar 2020 — Dec 2021 <i>Bucharest, Romania</i>
Country Marketing Manager - Romania Lenovo Romania Managed a six-figure marketing budget defending the #1 market position in Romania across consumer and commercial product lines.	Apr 2019 — Dec 2020 <i>National - Romania</i>
Co-Founder and Coordinator CivicTech Romania Co-founded a civic technology organisation recognised by Forbes 30 Under 30 Romania. Partnered with government and corporate stakeholders on digital-transformation projects.	Apr 2017 — Dec 2019 <i>Bucharest, Romania</i>
Digital Transformation Fellow — GovITHub Program GovITHub (Romanian Government) Selected as 1 of 20 fellows from 3,200+ applicants to modernise public digital services. Worked on strategic digital transformation initiatives for the Romanian government.	Oct 2016 — Dec 2017 <i>Bucharest, Bucharest, Romania</i>
Marketing Consultant Independent Provided ongoing GTM strategy, positioning, and sales-enablement work across SaaS, HR tech, cleantech, and e-commerce startups and scale-ups, running in parallel with full-time roles.	Jan 2013 — Present <i>Remote</i>
Global Enterprise Marketing Manager Bitdefender Owned global product PR and media relations for Bitdefender's consumer security portfolio, increasing brand visibility across international markets. Served as a company spokesperson and led press strategy for major product launches and events (CES, MWC, GITEX). Key Highlights: • Secured 100+ international media features in top tech outlets • Led global PR campaigns for product launches and rebrand initiatives • Strengthened market credibility through cybersecurity thought leadership	Mar 2011 — Dec 2016 <i>International</i>
Online Communication Manager Millenium Communications Led the agency's early digital PR division, managing tech and consumer brands including Samsung, Mercedes-Benz, and UNICEF. Delivered some of Romania's first large-scale digital campaigns, including Samsung's first Facebook product launch and UNICEF's first online fundraising campaign.	Sep 2009 — Mar 2011 <i>Bucharest, Bucharest, Romania</i>
Online Communication Executive STANDOUT Supported top consumer brands as they moved into early social and influencer marketing, leading digital campaigns for Lays, Orange, Skittles, and Dove. Developed some of Romania's first sponsored content strategies and produced Dove's first online blogger conference to drive large-scale engagement.	Jul 2008 — May 2009 <i>Bucharest, Bucharest, Romania</i>

Communications Strategist

PR & Communications Agencies

Delivered communications programmes for major international brands including Samsung and Mercedes-Benz across PR and digital agency roles.

Jan 2008 — Dec 2011

Romania

EDUCATION

National University of Political Studies and Public Administration

Jan 2010 — Jan 2012

Master's degree in Political communication. Election marketing

National University of Political Studies and Public Administration

Jan 2007 — Jan 2010

Bachelor's degree in Communications & Public Relations

MA in Communication

PROJECTS

RoDiaspora

The 'ROdiaspora' app was created under GovITHub and it addresses all Romanian citizens abroad, helping them find the closest Romanian embassy, as well as electoral information to support voting attendance.

CERTIFICATIONS

Prompt Engineering: How to Talk to the AIs, LinkedIn Jul 2025

How to Use Generative AI: Building an AI-First Mindset, LinkedIn Jan 2025

Introduction to Conversational AI, LinkedIn Dec 2024

Start the UX Design Process: Empathize, Define, and Ideate, Google Jul 2021

Foundations of User Experience (UX) Design, Google Jun 2021

Project Manager - European Funds, European Commission Dec 2020

Digital Transformation, LinkedIn Mar 2019

Strategic Thinking, LinkedIn Mar 2019

Featured in Forbes Top 100 Women Entrepreneurs in Europe to Follow, 2018, Forbes Jul 2018

Featured in Forbes 30 under 30 Romania, 2018, Forbes Romania May 2018

Webit Award for GovITHub, 2017, Webit Europe Mar 2017

Industry Analyst Relations, Forrester Jan 2015

Inbound Marketing, HubSpot Jan 2015

Project Management, CODECS Apr 2011

Olimpiadele Comunicarii, Jan 2008

SKILLS

Responsible AI · AI Automation · B2B SaaS Marketing · Product Marketing · AI Policy, Governance, and Regulation · Workflow Automation (n8n) · Strategic Communications · Industry Analyst Relations · AI Strategy · Regulatory Compliance · Deterministic LLM Programming · P&L Operations · Marketing Operations · Commercial Management · Sales Enablement · Demand Generation · Customer Acquisition · Go-to-Market Strategy · Competitive Analysis · Software as a Service (SaaS) · Team Leadership · Strategy · Strategic Planning · Leadership · Strategic Thinking · Management · Generative AI · Google Analytics · WordPress · Marketing · Product Management · Brand Development · Positioning (Marketing) · Marketing Technology · Strategic Leadership · Product Strategies · Management Consulting · Public Policy · Marketing Communications · Project Management · Marketing Strategy · Corporate Communications · Integrated Marketing · Social Media Marketing · Public Relations · Business Strategy · Media Relations · Gartner Magic Quadrant · Executive messaging · Enterprise software · Cybersecurity · Digital transformation · Brand positioning · Product launches