

Building a Culture of Continuous Growth: PMI Romania's Interconnected Development Ecosystem

2 May 2026 | 15:00 – 16:00

PMI Culture Value: Together We Can

Razvan Ichim

PMI Romania | President

Cristina Niculescu

PMI Romania | Communication Director

Disclaimer

- The views and opinions expressed in the following presentation are those of the individual presenter/s.
- When used, slides are protected under the copyright laws of the United States of America and other countries. Used by permission. All rights reserved. Project Management Institute and PMI are registered trademarks. All other trademarks are the property of their respective owners.
- This presentation is for registered attendees of Europe LIM 2026.

Agenda

- Who are we (PMI Romania) and the Context of our program
- How our program delivers M.O.R.E
- Interconnected Development Ecosystem
 - Mentorship Program
 - Learning events & Scholarships
 - Cross border collaboration
- 2026 vision
- Take Aways
- Q&A

Your Input (raise the hands)

POLL - What is your chapter's strongest community engagement driver?

- Events
- Volunteerism
- Certifications groups
- Mentorship programs
- Partnerships



Steering Committee

Who we are?

PMI Romania Chapter has been set up in 2002.

Members in: Bucharest, Cluj-Napoca, Iași, Brasov, Sibiu, Constanța

Our Values

- **Community Impact:** We believe in the power of community to generate change.
- **Ethics and Professionalism:** We adhere to the PMI Code of Ethics and Professional Conduct in everything we do.
- **Innovation:** We promote modern working methods (Agile, Hybrid) and adaptation to modern technologies.
- **Collaboration:** We learn from each other and grow together.



RĂZVAN ICHIM
PRESIDENT



CRISTINA BĂNICĂ
VICEPRESIDENT FOR
MEMBERSHIP AND
RECRUITING



CRISTINA DRAGOMIR
VICEPRESIDENT FOR
FINANCE AND TREASURY



IONELA AVRAM
VICEPRESIDENT FOR
COMMUNICATION AND
ADVERTISING



MARIUS BĂDOI
VICEPRESIDENT FOR
TRAINING AND
CERTIFICATION



CĂTĂLIN VOICU
DIRECTOR AT LARGE
MEMBERSHIP AND
RECRUITING



CRISTINA NICULESCU
DIRECTOR AT LARGE
COMMUNICATION AND
ADVERTISING



DANIELA COSMA
DIRECTOR AT LARGE TRAINING
AND CERTIFICATION



RAUL RIȚI
EXECUTIVE SECRETARY

Context



For 2025, our target was to:

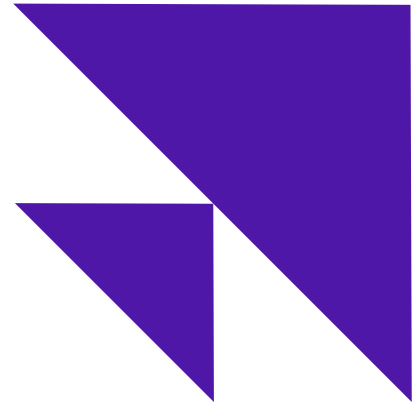
- Increase the implication of PM community members all over Romania
- Increase retention rates for members
- Increase the number of PM certifications
- Extend the volunteers team and their involvement

How: We created the interconnected development ecosystem

Learning Objectives

By the end of this session, you will be able to see how you can :

- Design a chapter-wide interconnected development ecosystem.
- Map programs strategically to M.O.R.E. framework.
- Increase volunteer retention through structured development pathways.
- Increase the membership retention and their engagement based on the interconnected ecosystem.



Delivering M.O.R.E. (Designing Journeys)

M.O.R.E. Element	How We Deliver It
M – manage perceptions	Continuous touchpoints, active listening
O – Own the outcomes (& success)	Mentorship & leadership roles accountability, success of the community
R – Relentlessly reassess	Analyze, adapt, focus on Certifications & career growth
E – Expand perspective	Cross-border initiatives, diverse voices, consider societal impact

3 directions



Mentorship Program



Learning events &
Scholarships



Cross- border
implications

The Mentorship Program Foundation (1/2)

1st Edition (2025)

- 7 pairs
- Defined matching criteria and support structures

2nd Edition (2025-2026)

- 10 pairs
- Incorporated improvements



The Mentorship Program Foundation (2/2)

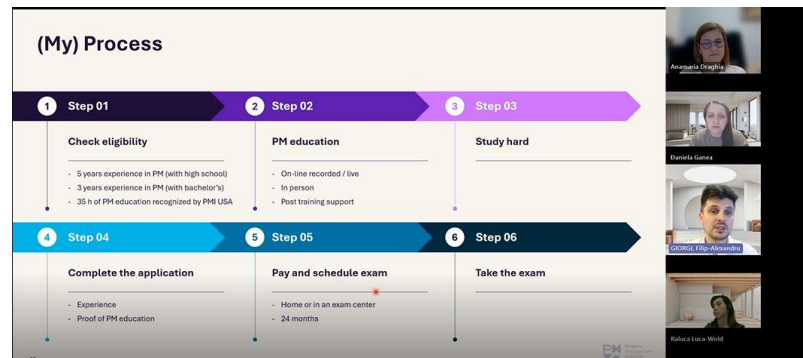
Real outcomes: mentees gained promotions, transitioned to PM roles, and became chapter volunteers.

"[...] The setting created is a relaxed and safe one, in which I feel comfortable expressing my insecurities. A side gain: The mentoring meetings had a clear impact on my progress in preparing for PMP certification. The fact that I can constantly discuss this area gives me more clarity and I feel more confident, more motivated and more involved in the learning process."
-Gabriela

"[...] Raluca also offered me tips & tricks, as well as materials that help me a lot in preparing for the exam."
-Diana

Scholarships & Learning Events Synergy

Learning Events:



From Zero to PMP certified

- PM cafe & PM Café 4Kids
- Building Your Professional Profile as PM
- PM Trilogy

PMI Professional Certifications – cont.



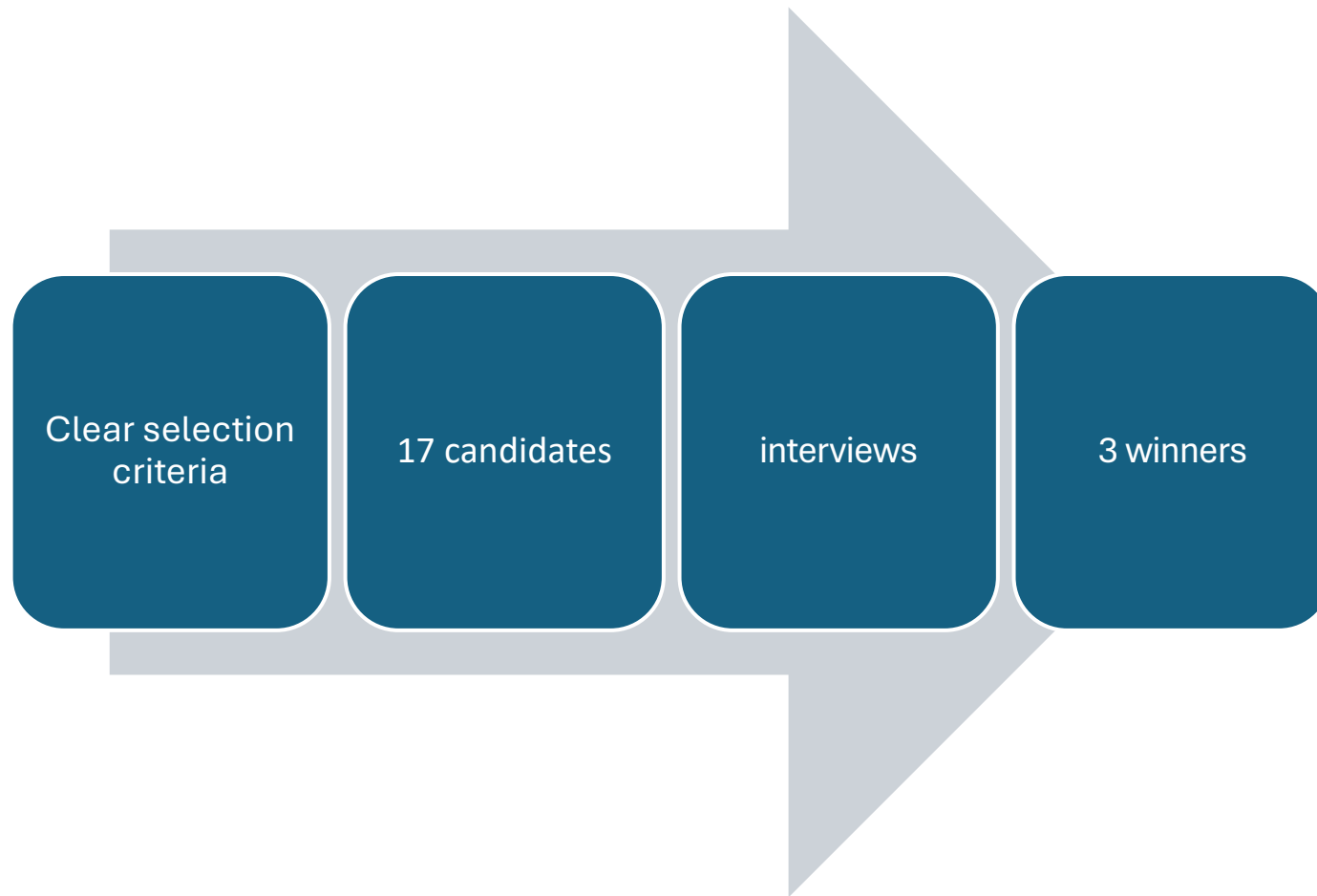
Source:
<https://www.pmi.org/certifications>
<https://pmi.ro/certificari/>

PMI Professional certifications

Semi- Marathon

- Soft Skills for PM
- Emotional Intelligence for PMs
- Value Driven Project Management

Scholarships & Learning Events Synergy (1/2)



- Volunteer contract
- PMP certified by end of June 2026



Scholarships & Learning Events Synergy (2/2)

- 12 webinars
- 2 in-person events
- Series of learning events:
 - Semi marathon
 - PM Trilogy
- Annual conference



Impact:

- Continuous engagement touchpoints
- Credibility building for volunteers and for PM community
- Retention of PM certified members
- Accessibility over the whole Romania territory

- Scholarships:
- 3 certification scholarships
- Clear selection criteria



Impact:

- Career advancement
- Stronger chapter positioning

Cross-Border Collaboration & Member Outcomes

PM Semi-Marathon with:

- PMI Hungary Chapter
- PMI Bulgaria Chapter
- PMI North Macedonia Chapter

Contribution in promoting the Homeless Entrepreneur program

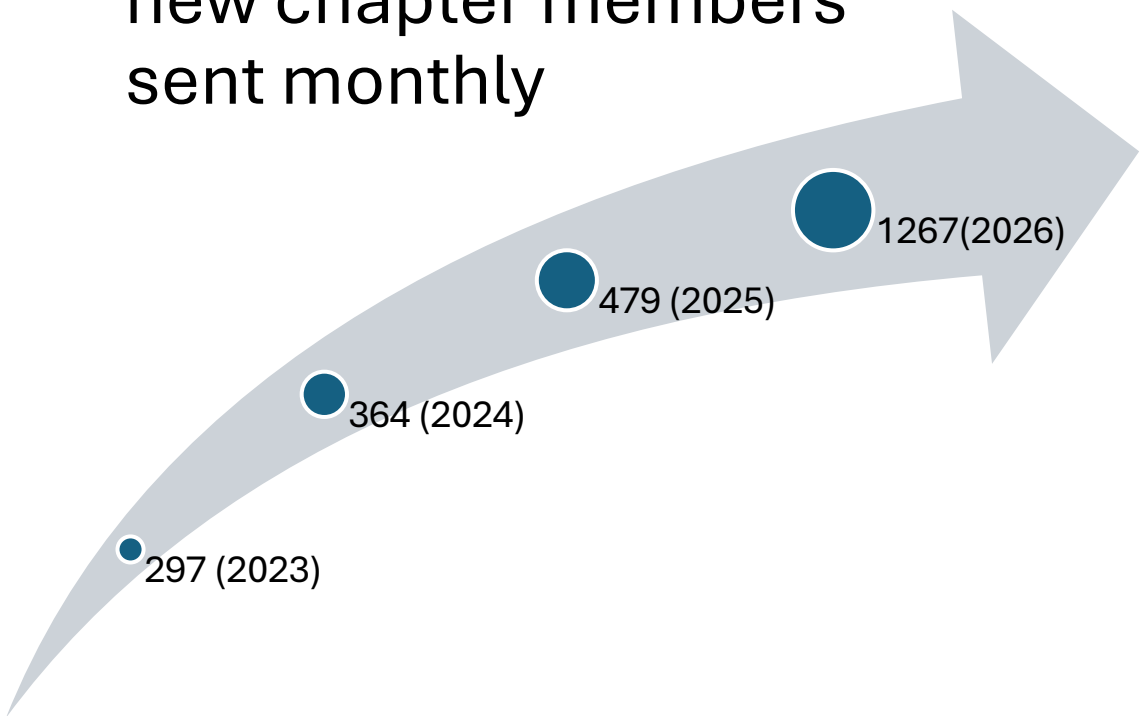


Impact:

- International exposure
- Shared speakers
- Shared vision of the chapters & Common points
- Volunteer capability growth
- European network expansion

Impact in numbers

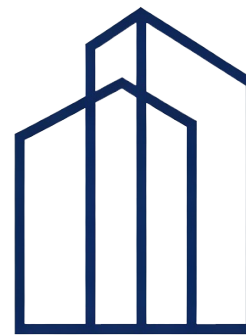
Welcome messages to new chapter members sent monthly



10

After:

- 2025 conference
- PM Cafe meetings in Bucharest, Iași and Cluj-Napoca we had 10 new volunteers
- Created an **onboarding playbook** for volunteers



VISION 2026

Objective in 2026 : Become the Romanian authority on modern project leadership through certification, sustainability, mentorship and career acceleration.

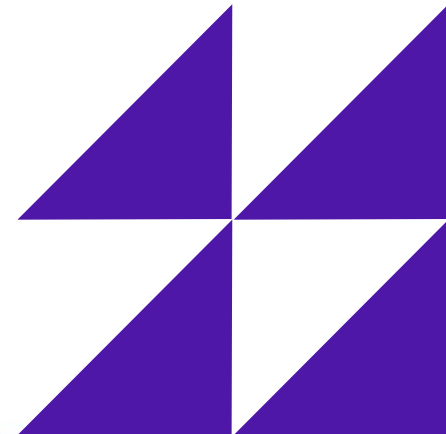
What we learn:

- Volunteers are a force that moves the community
- Having a strategical interconnected ecosystem, brings value to the community, you offer them a journey
- We learn together and have fun together



New directions

- PM Student Club
- Extend Partnerships with Universities
- Extend presence on social media (Instagram, X)
- Increase reach on LinkedIn and Facebook
- Extend the face-2-face networking sessions



Reflection moment

Do your programs connect to each other or run independently?



Key Takeaways (what is replicable for you?)

- Volunteer engagement grows in terms of ownership & number
- Mentorship is a strong retention & conversion tool
- Cross-chapter collaboration accelerates maturity
- Interconnected Ecosystems reduce board burnout

Thank you! *Let's continue the conversation!*



Razvan Ichim
Senior Project Manager/
President of PMI Romania Cha...



Cristina Niculescu, PMP
20+ yrs Scaling Global Engineering
Teams | Digital Strategy Consulta...



Thank You!

Questions?