SANDRA ZILBERTA

Citizenships/Rights of Employment: Latvia (EU)

Language:
Native/Bilingual in Latvian, English and Russian.

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• EXECUTIVE PROFILE

Strategic architect and institution builder with more than 20 years of experience advising governments, international organisations and the private sector on public policy, institutional transformation, resilience and strategic communications. Builds institutions and partnerships with lasting impact.

Applied generative AI to strategic analysis, policy development, research synthesis and executive decision support.

Led the implementation of a national media measurement modernisation programme, advising on methodology, digital infrastructure, governance, data quality, and regulatory compliance.

Held senior strategic communications roles for the Latvian Ministry of Justice, the 2006 NATO Riga Summit and Latvia's 90th Anniversary national celebrations.

Co-Founder and leader of the Resilience of Health Care Systems NGO and commentator on Latvian media, including the national breakfast broadcast, '900 Sekundes,' Latvian National radio and local Rīga opinion shows, such as 'Press Klubs.'

Authored policy papers presented to the Latvian Parliament and engaged diplomatic stakeholders on resilience and preparedness.

Developed national preparedness training for more than 300 pharmacists and 50 business leaders, co-authored emergency preparedness guidance for pharmacists, and is currently providing consultancy and co-authorship for an elective course in resilience for the Stockholm School of Economics in Rīga.

Designed and delivered strategic communication campaigns spanning government, public diplomacy, civil society and digital media.

• SELECTED CAREER HIGHLIGHTS

Trusted adviser in sensitive, multi-stakeholder environments (ministries, NATO, EU)

Transformed policy into implementable programmes and partnerships (health resilience, regional development, media transformation).

Built strategic partnerships across the public, private and non-governmental sectors (government, healthcare, academia, industry and civil society). Bridging strategy and execution across governance, resilience and digital transformation (public diplomacy, strategic communications, digital media measurement).