

# Mr. Coldea, Major, who paid Cambridge Analytica for #resist protests?



By **Carmen Gorgan** - March 26, 2018



**When the salt sea promises to fight corruption, the real white-shark sharks and many blue eyes defy us daily. How is the anti-corruption fight in Romania the target of a contract commissioned by the most influential PSYOPS / psychological operation machine in the world? Why does this alleged battle and manipulation go hand in hand? It is hallucinating how degraded a society in which even philosophers become skeptical ...**

## **Two companies in the US and England, fighting corruption in Romania**

**Strategic Communications Laboratories (SCL)**, a London-based company and American company **Andreae & Associates**, dealt with the anti-corruption fight in Romania after the **US Department of Justice** / National Security Division / FARA- Foreign Agents Registration Act, the contract between the two companies was declared, according to some revelations of journalist Sorina Matei.

SCL UK is part of the SCL Group, a world leader in data communications, behavioral research, strategic communication using PSYOPS / psychological techniques. More clearly, it uses misinformation techniques specific to military operations theaters and claims to influence public opinion and electoral results, using psychological profiling of voters with the help of tight data on social networks. The London company is involved in Brexit and the election of Donald Trump to the White House,

Andreae & Associates is another powerful consulting company in Washington DC, dealing with strategic, business intelligence and policy risk management advisory, being the firm contracted by SCL Social in the United States on the anti-corruption fight in Romania. President Andreae & Associates claims that he has worked in Romania with political parties and was in the US Senate Intelligence Committee.

Founded in 1991, the company is president and founder of Charles N. Andreae III who claims to have worked for 13 years in the US Congress, including four years in the US Senate Intelligence Committee as Chief of Staff for US Senator Richard Lugar. Charles Andreae's firm claims to have collaborated with both Republicans and Democrats and then helped to train political parties: 2 years in Bulgaria, 2 years in Romania, and 2 years in South Africa, Charles N. Andreae III, as President of Andreae & Associates is also the one signing the SCL Social contract regarding the anti-corruption fight in Romania. Charles N. Andreae III is also the chief executive of Bell Pottinger, assisting the Defense Department in a Middle East program.

### **\$ 60,000 per month for the anti-corruption fight in Romania**

The contract between the two companies that was filed with the US Department of Justice shows that SCL Social in London, the research and documentary company focused on election and campaigning, part of the SCL Group, hired on March 17, 2017, Andreae & Associates, Washington DC to provide "government relations, communication advice and public business services for SCL Social regarding their efforts on the anti-corruption area in Romania".

"Activities may include communications with members of the US Congress and their staff and / or members of the executive power on anti-corruption efforts in Romania, as well as potential meetings of SCL Social. Activities may include communications with representatives of various

media organizations and / or other people or organizations on behalf of SCL Social, "the contract states,

In exchange for the services, SCL Social in London paid \$ 60,000 per month to Andreae & Associates in Washington DC.

The document submitted to the US Department of Justice also stipulates the existence of a confidentiality agreement signed between Andreae & Associates and its parent company, Global Strategy Limited, signed March 9, 2017, before the actual conclusion of the contract.

It is not known who he is or who the Romanian clients have hired and paid SCL United Kingdom to conclude this lobbying agreement in the United States nor whether this action is part of a wider strategy that SCL is doing for the mysterious employer .



### **Founder of SCL, specialized in influencing human behavior**

Nigel Oakes, the UK's leading UK fixer and political consultant, is the founder of SCL. After studying psychology, he was a producer at Monte Carlo TV and after spending two years at Saatchi & Saatchi, in 1990 he set up the Behavioral Dynamics Institute, first at the university, then as a separate entity - center of excellence and studying behavioral communication strategy. In 1992, he established a Marketing Aromatics firm, specialized in influencing consumer behavior through the use of flavors. "Odors can influence attitudes and, therefore, behavior," Oakes said at the launch. But in the late 1990s, Oakes became interested in something more than selling products: he began selling politicians.

He went to Jakarta and set up a SCL operations center, described by The Guardian, similar to the operations centers in the James Bond films. The Center was also exposed to the annual International Defense and Security Show in an attempt to win military contracts. And he won. SCL has obtained government contracts with the British Foreign Ministry to help combat jihadist violence propaganda in Pakistan. As he entered into several contracts, SCL attracted strong investors and investment funds. He then won contracts with the Pentagon to conduct polls in Iran and Pakistan and another \$ 750,000 to help NATO countries counter Russian propaganda in Eastern Europe. "Psychological operations were a big deal and people were simply throwing money,"

While stunning the military area, SCL used its skills to help win the election. Some Caribbean politicians have paid very well for SCL services and their reputation has flourished. This is how another company, Cambridge Analytica, was born, who sought to use data / information in the psychological and democratic cataloging of people - classifying them in different types of personalities - so that they connect them in ways that lead them to different actions.

Cambridge Analytica entered US territory, and in 2014, according to US tax records, it has earned more than \$ 1 million from America Inc. and the mission was to "educate the Americans about traditional values." The President of America Inc. is L Brent Bozell III, a Tea Party sympathizer. Robert Mercer, the American billionaire, a great supporter of Donald Trump and close to Bozell, and Nigel Farage, the former Ukip leader, were so impressed by Cambridge Analytica that Mercer became a major shareholder. Nigel John Oakes is currently a shareholder of SCL Group, Chief Executive Officer and Director of SCL Group, and a director and shareholder of SCL Behavioral LTD, Iota Global LTD and Behavioral Dynamics Holdings LTD.

### **Company brought to Romania by a Cluj**

The British company has been active in Romania since 2011 when it founded a subsidiary in Baia Mare, in Maramures. Initially, the representative of this company was Baimarean Dan Avram Sabin Mureșan, son of Avram Mureșan, former Minister of Agriculture, who was convicted.

In the spring of 2011, Ioan Avram Mureșan, former Minister of Agriculture in the Victor Ciorbea government, was sentenced to seven years in prison for embezzlement. In the same

year, in September, SCL United Kingdom created and became the sole shareholder of **Strategic Communications Laboratories SRL**, headquartered in Dorina Babiciu's law office in Baia Mare's city center.

The decision to establish the Romanian subsidiary was made by a document signed in London by British managers of the firm: **Alexander Nix**, head of **Cambridge Analytica**, and **Julian Wheatland**, company director. Administrator of the subsidiary became **Alexander Oakes**, from **SCL London**. In his turn, Alexander Oakes appointed **Dan Abram Sabin Muresan** as local representative of SCL, the son of the former minister entered the bar with only four months earlier.

Dan Muresan was born in Cluj in 1981 and in 2011 he worked for the British company in electoral campaigns around the world. A year later, in the autumn of 2012, the young man died in Nairobi, Kenya, where SCL was campaigning for the politician to become the president of this African country. Family members think the young man did not have a natural death, the 32-year-old was found with a glass of wine next to him and the TV set open.

"Friday night he drank with all his staff, and on Saturday they had a meeting with them at a golf game. Because he did not show up, his colleagues went to his room. He was lying on the couch, with his laptop in his arms, with a glass of red wine next to him and the TV set open, "said at that time to evz.ro, the young man's father, Ioan Avram Mureșan, who was behind the bars.

He also said that Dan was at the end of the mandate, on the current contract, where he campaigned for the opposition candidate in the presidential election in Kenya. Dan Muresan was not suffering from any disease. An important detail is that Dan Muresan went to Kenya to replace a colleague of his, who died suddenly, also because of a heart attack. Strange is the fact that Dan's colleague was under 35 and was not suffering from chronic diseases.

The current representative of SCL in Romania is **Peter Imre**, Minister of Foreign Affairs **Teodor Melescanu**, a former employee of Philip Morris Romania and a lobbyist for the tobacco industry over the last 20 years.



### **Peter Imre is a little bit stingy**

In another investigation conducted by Sorina Matei on this issue, the journalist contacted Peter Imre, the current president of **SCL Romania**, asking him if he knew of any contract made by SCL on the anti-corruption fight in our country. Although Imre's response was a "no," in the first instance, the Foreign Minister's son-in-law acknowledged that he knew of the existence of this contract, even trying to persuade the journalist not to publish the investigation until it illuminates it he's about the subject when he returns from vacation.

However, Peter Imre, in his conversation, reveals an important aspect. Confused, he says he would have discussed with somebody that DNA would need a reconstruction of the image, and that SCL would be able to cope with the challenge, and perhaps somebody around took this idea.

Here's a part of the statement:

"No, there is no such thing. Not! Someone, somebody ... took you, led you or did not know, someone gave you, even truncated information, information ... So everything that's about SCL is me, right? And all that is heard in the city about SCL somehow goes back to me one way or the other. People do hear a lot about me and ... and ... probably someone said that I probably ... I mean, I probably do not ... I discussed the subject, I would have heard that the DNA probably would probably need a ... o ... a ... re-image reconstruction. And that SCL would be the best for this, but I never had any talk with anyone about this theme, or the official one. I mean, I did not go, I did not have a presentation, I did not ask for meetings, I had nothing. But probably someone around me that I talked about, and to whom I would have told my idea that the DNA should be reformed as an image, perhaps someone from there said that "bathing, SCL makes the DNA image." No, no ... It has nothing to do. "

After the journalist Sorina Matei explained to Peter Imre that no one spoke to him but had the public contract between SCL Social and Andreae & Associates, but without mentioning the DNA, Mellescanu's son-in-law felt somewhat relieved: "Yes, yes, that is a public contract. It has nothing to do with DNA. "

Asked by the founder of the Andreae & Associates company in Washington who even claims on the company's website that he has worked with political parties in Romania, Peter Imre says "that is very far from reality."

"He in the 1990s worked for a foundation to disseminate democracy through former socialist countries. Some foundation or NGO, and they were training democracy for the parties that formed then ... And in this context I understood that it was once or twice in Romania and held some seminars, but if you ask him what party he worked for , does not know to name the party (...). By '90, there were Peace Corps and all sorts of American spy organizations who came and who lectured on behalf of democracy. And that was their big party, but no, I did not ... ", says Peter Imre.

### **Celebrity General Michael Flynn, SCL Group Counselor**

Controversial general Michael Flynn, the former head of the **United States Army Intelligence Directorate (DIA)**, admitted that he had worked for SCL, which he had omitted in previous statements of interest. **George Maior**, the former head of the SRI and current US Ambassador to the United States, said Micheal Flynn knew him very well.

Flynn was for a short time at the beginning of the year, Donald Trump's chief security officer. He was forced to resign after hiding a series of interactions with representatives of the Russian government, but also because he did not say sums of money received from Russians or businessmen close to Turkish President Erdogan.



## The Facebook Director, called to explain. Head of Cambridge Analytica, suspended

Data Analysis and Consulting firm **Cambridge Analytica** suspended General Director **Alexander Nix** on Tuesday during an independent investigation into a TV channel Channel 4 broadcast, informs DPA. Nix was secretly recorded when he boasted that he had bribed and instigated crimes to influence choices. The recordings of the television show that the company was willing to use seduction, publish false reports on the Internet, hire undeclared subcontractors, and set up fake institutions and websites to get data.

Personal data obtained by Cambridge Analytica from **Facebook** are also the subject of requests filed Tuesday by the Prosecutor's Office in New York State and the New York district of Manhattan in a joint investigation. The Facebook corporation must provide documents relating to the violation of the terms and conditions of use of the social network of the same name as well as the copies of the entire correspondence with Cambridge Analytica, a confidential source from Reuters said.

Facebook founder **Mark Zuckerberg** has been invited by US and EU authorities to explain the risk that users' personal data will be acquired without their consent. As a result of the Cambridge Analytica scandal, Facebook shares fell Monday, March 20, 6.8 percent, and Tuesday another 5.4 percent, which reduced tens of billions of dollars in the company's market value.

## **PSYOPS** application to protests in Romania?



The CIA and the Pentagon undercover operations division, through the Operations Division and the Special Forces Command, noted that the emergence of new technologies, with impact on large masses of people, would be adapted to the military. What has expanded the sphere of military confrontation into other unconventional environments (informational, psychological, etc.) has led to the emergence of new action processes specific to these confrontational environments and the creation of unconventional forces.

In the case of PSYOPS information operations, it is not the physical destruction of the opponent but the influence and control of his thinking. Destruction caused by PSYOPS is recognized through cognitive, mental changes. Informational operations do not target the individual, but a geographic area as large as possible, a military analyst describes PSYOPS.

If we previously wondered if the Romanian institutions have the capacity to organize a PSYOPS operation, they would forget that \$ 60,000 a month could confirm this hypothesis. The protests in Romania in 2017 took place through the social networks and via transmissibility managed to gather over 600,000 Romanians in the main ten major cities of the country. More than ever, the Romanians mobilized on social networks to better organize the protests in the country. Romania can no longer be governed as in the 1990s, and it must be understood that the old methods of manipulating public opinion no longer work in the era in which Facebook is, at the same time, a tool of mass communication.

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**If this hypothesis is confirmed, some interesting questions would be: Who in Romania is part of this operation? Who is interested in the propaganda of the alleged anti-corruption fight? Who paid \$ 60,000 per month to PSYOPS specialists?**