

A senior manager with exposure in the UK, Turkey and Central & Eastern Europe with broad experience covering business development, marketing, strategic planning and consulting. Directed the successful launch of new businesses and products in several markets. Outstanding analytical and problem-solving skills. Fluency in 3 languages, lived and worked in several countries.

EDUCATION

1999 – 2001	LONDON BUSINESS SCHOOL Master in Business Administration (Two year Full-time program)
1989	ICI (Institute for IT and Computer Sciences) Master in Mini-Computer Systems Design
1983 – 1987	Brasov University, Romania B.Sc. in Mathematics

BUSINESS EXPERIENCE

Apr 2004 to date	Freelance work Management Consultant / New Business Development <ul style="list-style-type: none">• Managed new Market Entry and Business Development projects for 3M Display & Graphics:<ul style="list-style-type: none">○ Developed five-year strategy plans for the Traffic Safety Systems business (UK & Ireland); currently leading M&A and Partnership development activities as part of delivering the approved plans.○ Lead market entry and marketing strategy development for the introduction of new innovative Passively Safe post into the road infrastructure market. Contributed to securing £1.2mn budget for product range extension. Plans are in place to capture 35% share of the UK market by 2010 and full European rollout.○ Successfully delivered market entry strategy for innovative surface covering range of products; 1st year sales plan was delivered in record 5 months.○ Digital Signage strategy development for leading UK retail bank: following pilot implementation, customer and employee satisfaction doubled vs. initial levels; in-branch cross-sales enquiries and conversion rates increased by up to 75%.○ Business opportunity assessment for computer privacy filters in the Education & Healthcare sectors; after implementing recommendations, sales of privacy filters increased by £200k in the UK over 6 months.○ New product introduction in the Rail sector. Projected incremental sales of £1.1mn in the first two years, followed by strong average year-on-year growth of 20%. International rollout plan for leading markets.• Successfully delivered channel optimisation project for leading Brazilian Food Company, with focus on maximising UK retail and foodservice sales for new portfolio of products. The company increased the UK share of market by 40% after first 18 months.• Managed business consulting projects for 3M UK's Consumer & Industrial businesses:<ul style="list-style-type: none">○ Delivering business plans for new channel entry (Professional Trades), market strategy for product category (Air Filtration) and new technology acquisition strategy.○ Analysed and recommended strategy for maximising sales opportunity related to London 2012 construction projects. As a result, a multi-disciplinary team was set-up to work on key product sectors and delivery of incremental sales plan.• Other consultancy projects included clients such as Enterprise Ireland, Euromonitor (International Research Agency), Invicta Plastics Ltd and BIT Software.
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- Sep 2001 to Mar 2004** **Freever Ltd, UK – London** (Mobile Applications Services Provider)
Marketing and Business Development Manager
- Leader for launch of mobile services for major UK (O2 and Vodafone) & Irish (O2) Mobile Phone operators. Successfully managed pan-European projects involving cross-functional and cross-national coordination. Overachieved end-user sign-up and network traffic targets by +30%.
 - Developed and managed a team of 12 professionals; developed and managed all agency relationships / partnerships.
- Dec 2000 to Jun 2001** **EuromContact** (CIBA Vision, Johnson & Johnson, Bausch & Lomb, Allergan)
Project Manager – UK market
- Managed research project commissioned by leading Contact Lenses manufacturers, developing cross-country economic model for Eye Care Practitioners. Ciba Vision reported a 20% YoY increase in sales, after model implemented by the sales team.
- Jul – Sep 2000** **SmithKline Beecham** (currently GlaxoSmithKline – corporate headquarters)
MBA Summer Intern
- Successfully co-ordinated the launch of the ‘Concept System’ SB Intranet site, within the Consumer Healthcare Strategic Development corporate practice. Improved and standardized the way the company work globally on developing marketing concepts.
 - Responsible with identifying/screening business models/revenue streams of offerings related to ‘Pharmacy Portal Project’ for SB Consumer Healthcare.
- Apr – Jun 2000** **Diageo / UDV, UK** (Brand Innovation Group - London)
Project Manager
- Developed Feasibility Study and Business Plan for new category introduction (functional drinks). Researched supply chain for functional drinks and developed best route to market plan.
- Oct 1995 to Jul 1999** **Kraft Foods International, Romania & Turkey**
Brand Manager
- Team leader for launch of globally branded beverage product on the Romanian market. Exceeded volume & profit targets by +350%. Awarded the "Best distribution Achievement for EMEA". Project Manager for cross-national expertise transfer with Turkish Sister Company.
 - Organised and led the Market Research activity within the company.
 - Developed business plan for coffee products. Consequently, Jacobs became most profitable brands within the company, marking 15% sustained annual growth.
 - Managed new chocolate bar products development effort. Achieved 48% market share within two years.
- Aug 1993 to Oct 1995** **Radio Brasov, Romania** (Local start-up radio station)
Managing Director
- Developed and implemented the station's business-model & strategic-plan. Managed the company's expansion and emergence as the leading regional network.
- Sep 1988 to Aug 1993** **CTCE, Romania** (Software Company specialised in industry applications development)
Computer Programmer
- Team member, developing software applications for industrial client companies. Trained as project and client relationship manager.
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ADDITIONAL INFORMATION

- Member of the Chartered Institute of Marketing (MCIM)
- Fellow of the Chartered Management Institute (FCMI)
- Interests include Mountaineering, skiing and running:
 - Completed London, Nottingham and Rome marathons for the Hospices of Hope charity
 - Certified ski instructor

LANGUAGES Romanian, English, French (certified King’s College London)

PERSONAL Birth date 8th July, 1964

NATIONALITY Romanian / British