

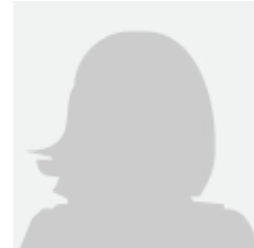
40 de ani, Sex - feminin,

**Adresa:**

**Telefon fix:**

**Telefon mobil:**

**E-mail:**



#### DATE PERSONALE

**Data nașterii:** 16.06.1971

**Starea civilă:** necăsătorită

**Număr copii:** 0

**Limbi străine:** Engleză - Avansat  
Franceză - Mediu

**Permis de conducere:** Categoria: B - Valabil din: Aprilie 2003

#### EXPERIENȚĂ PROFESIONALĂ

**Funcția:** Marketing Manager

**Perioada:** Aprilie 2003 - Iunie 2009

**Departament:** Marketing/PR/Publicitate/Media

**Angajator:** General Electric

**Activități/sarcini:** 2008-2009:

- Operational and strategic marketing responsibilities for Romania, Bulgaria & Moldova Republic
- Market research, analysis and development in support of company's medium term growth imperatives in the region
- Based on the regional expertise, conducted with the company's businesses regular revisions of key projects status, current and 4 years revenues projections for the countries of responsibility
- Coordinated the local approach of company's global initiatives like cross-selling, Key Accounts approach, Governmental stimuli or EU funds related opportunities
- Part of the management team developing and regularly reviewing the integrated regional development strategy across countries and company's businesses
- Operational responsibilities regarding local implementation of company's policies and procedures, as well as regular headquarter reporting on performances and initiatives in progress
- Ensured company's / region's proper representation in front of external / internal audience

2003 - 2008:

- Led market development activities for South East Europe (12 countries)
- Performed market research, segmentation and analysis for key areas of focus: energy, oil & gas, healthcare, transport, environment, financial services and industry.
- Identified and documented key opportunities for company's growth in the assigned region; defined and elevated the main action items required to reach performance targets

**Funcția:** Regional Executive Assistant

**Perioada:** Iunie 2000 - Aprilie 2003

**Departament:** Consultanta/Audit/Management

**Angajator:** General Electric

**Activități/sarcini:** - Local business development activities in support of different company's department's entry on the local markets  
- Identification, communication and following up major sales opportunities  
- Coordination of company's initiatives, cross-business processes and projects  
- External and internal communication activities  
- Design and management of company's events

**Funcția:** Sales Director

**Perioada:** Februarie 2000 - Iunie 2000

**Departament:** Comert / Vanzari

**Angajator:** PICROM MEDICA

**Activități/sarcini:** - Marketing, representation and exclusive sales, distribution & service for various diagnostic imaging & radiotherapy equipment producers (Picker, Acuson, Varian Oncology Systems)  
- Identified, selected and initiated sound working relationships with non-core medical systems local suppliers to approach as general integrator complex medical equipment tenders  
- Managed company's participation at specialized events and medical technologies exhibitions

**Funcția:** Business development Representative & Executive Assistant

**Perioada:** Septembrie 1997 - Februarie 2000

**Departament:** Consultanta/Audit/Management

**Angajator:** General Electric

**Activități/sarcini:** - After sales activities, key customers' management  
- Coordination of sales & services activities for Romania (end users, distributors, agents, importers) and local major medical equipment deliveries  
- Management of regulatory matters to ensure local certification of the medical equipment produced by the company

**Funcția:** Senior Scientist

**Perioada:** Septembrie 1994 - Septembrie 1997

**Departament:** Industrie

**Angajator:** Institute of Atomic Physics

**Activități/sarcini:** - Project start-up and management for industrial radiation processing and medical applications  
- Radiation Processing Pilot plant management (electron accelerators, gamma sources)  
- Budgeting, reporting & delivery of the pilot technology contractual phases  
- Development and operation of electron accelerators and high capacity gamma irradiators  
- Analysis, identification and control methods for irradiated biological material

## EDUCAȚIE ȘI FORMARE

**Nivel de studii:** Post-universitar

**Specializare:** Project Management

**Perioada:** Martie 2010 - Mai 2010

**Numele instituției de învățământ:** ForMaestros - CNFPA - Ministry of Education

**Localitatea instituției de învățământ:** Bucuresti

**Absolvent:** Da

**Diplomă:** Da

**Nivel de studii:** postuniversitar

**Specializare:** Management & Marketing

**Perioada:** Iunie 2001 - Septembrie 2001

**Numele instituției de învățământ:** New Systems - Ministry of Education

**Localitatea instituției de învățământ:**

Bucuresti

**absolvent:**

Da

**Diplomă:** Da

**Nivel de studii:** Masterat

**Specializare:** Physics

**Perioada:** Septembrie 1989 - Iunie 2004

**Numele instituției de învățământ:** University of Bucharest

**Localitatea instituției de învățământ:**

Bucharest

**absolvent:**

Da

**Diplomă:** Da