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Summary

Experienced Head of Product Management with a demonstrated history of working in the telecommunications and software industries.

Skilled in mobile services, applications, product strategy and service deployments with a Bachelor in Electronics and Computer Science focused in Electrical Engineering and Computers (English courses) from Transilvania University of Brasov.

Experience



Strategy Manager

Concept Apps

Jan 2017 - Present (4 years +)

In 2020, launched Citylink Romania, a complete car-sharing fleet of brand new 150 Toyota Yaris and Toyota Corolla, seconded by 350 deckless bike-sharing fleet in Bucharest. Drive your way is the product tag, as Citylink is a seamless customer experience, including fuel, parking, maintenance and vignette, 24h 7/7 customer support.

Until 2019, developed the company's b2b sales process for software services, doubling our yearly turnover in the first year of implementation.

Refocused the customer segments profiles, channeling our efforts towards mobility-oriented clients while also extending our reach outside Romania to western Europe and USA.

Reviewed the business model, placing our rates in the middle to high-end charging scheme, based on our main assets expertise.



General Manager

Telecom Hub

Mar 2016 - Present (4 years 10 months +)

Building on my 14+ years of experience in telecom, I feel it is time to launch my own software start-up imagined as a HUB between clients with and especially without local technical background (NGOs, International companies, etc) and the vast field of solutions and providers of mobile services, applications, payment and product management.

We want to provide consultancy on product strategy and identify the simplest software solutions in today's busy and complex landscape of opportunities.

We feel today is the right time for a much needed telecom hub.



Head of Marketing and Sales

Red Dot Studio

Apr 2014 - Present (6 years 9 months +)

Supply our clients, ranging from Telecom, Banking, ONGs, Advertising Agencies, with dedicated end-to-end relationship in developing mobile services, applications, payment and customer management.

Plan mobile product strategies tailored for the Romanian market, based on our long-term experience within previous roles.

Identify new business opportunities inside a broad range of business verticals ranging from value added services to advertising.

Smartphone and Internet on Mobile Lead

Vodafone Romania

Jan 2013 - Mar 2014 (1 year 3 months)

Lead the local product management delivering postpaid and prepaid smartphone data strategy for consumer market, combining all product inputs: terminals, communication services, value added services as apps and content, pricing.

Continue to develop internet on mobile as product in portfolio: bundles in voice packages, standalone proposition as segmented up-sell or packed with OTT services.

Launch 4G for smartphones as main service enhancement during 2013, introduce new internet-focus communication portfolio as Vodafone RED, add new data charging models as Chunks, enrich internet proposition with consumer oriented applications like Vodafone Cloud and Protect, evaluate new revenue opportunities for data services.

Team Leader for Applications and Content

Vodafone Romania

Aug 2011 - Jan 2013 (1 year 6 months)

Lead the local apps team to deliver the strategy and business plans required to launch the local apps and content proposition for both smartphones and feature phones

Thus, enhance the value of internet and voice bundled proposition with key content needed to address each consumer and business customer segments

Initiate, manage and enhance local and international apps and content deals required to reach the ambition

Identify, assess and build new business models in order to monetize the usage of applications in the local industry ecosystem, working closely with handsets manufacturers, payment solutions, advertising and content providers

Select and deliver strategic Vodafone Group services into the local market in order to increase the mobile internet adoption and differentiate from competition with innovative and mass market propositions

Analyze the impact of telecom and telecom-related businesses, while investigation potential partnerships meant to maximize Vodafone internet category benefits

Team Leader for Internet Development Team

Vodafone

Jun 2009 - Aug 2011 (2 years 3 months)

Deliver the strategy needed to increase mobile internet penetration inside the customer base, both as access and mobile content packaging

Tailor the internet offer to each customer segment, for both postpaid and prepaid base, identify use cases and educate the market into mobile internet usage and advantages

Improve service performance and plan product evolution in order to reach our goal of best data network and coverage in Romania for all customers

Attend industry meetings, connect with internet and telecom hot topics, challenge current models and build from scratch internet products and services

Select relevant partners in order to build mass market internet unique communication: Facebook, Twitter, Hi5, GSP, Hotnews, Realitatea, Cinemagia and a long list of other internet partners were featured in product communication, during the past 3 years

Generate mobile revenue from content download, subscriptions and other services with top international and local content providers and aggregators: Gameloft, EA, Arvato, Real Networks, Waat, Aardman, Kit Digital, etc.

Build base management upsell and usage stimulation for internet, through educational program, promotions and mobile contests

Deploy all services across sales channels, measure performance and identify opportunities to drive increased sales revenue both through volumes and better quality

Product Manager, Mobile Internet

Vodafone

Feb 2007 - Jun 2009 (2 years 5 months)

Created and successfully deployed across-channels communication campaign with top internet partners and handset manufacturers

Deploy internet services that create value to the proposition, measure our communication

Develop a segmented approach for addressing mobile internet new and existing users, while successfully use the Vodafone Global consumer segmentation to sell mobile internet within the base

Consumer segmentation to sell Mobile Internet within the base

Project Manager for Vodafone live! - Consumer Marketing

Vodafone

Dec 2005 - Feb 2007 (1 year 3 months)

Manage value added services and non-voice revenues, conduct internal and external project to launch and improve new services: Vodafone live! mobile portal, along with component products like Mobile TV, VOD, Games and SMS alerts

Use best practices from other OpCos and develop a product roadmap that focuses on products and services, in order to better exploit data opportunity

System Integrator - Technology and Services Development

Mobifon SA

Mar 2005 - Dec 2005 (10 months)

Technical project manager for several internet related projects within the value added service: Vodafone live!, mobile TV and VOD services, Java Download Platform, STK, etc.

As part of a major cross-functional team, successfully launched for first commercial 3G data network in Romania

Specialist Support, Voice and Mobile Data Support

Mobifon SA

Sep 2002 - Mar 2005 (2 years 7 months)

As part of the best customer service team in Romania, I took over several roles inside our support team: prepaid, postpaid and the internet service like myX, Xnet and Wap were some of the areas

Contribute to the launch of one crucial customer care tool in the telecom industry: the handsets definitions, configurations and settings database, currently available to all Vodafone customers at www.vodafone.ro/setari

Later, assure internal support to all customer care colleagues, measuring Call Center activity, maintain internal applications support and escalate all necessary situations inside the company

PR Vicepresident of BEST Brasov

BEST - Board of European Students of Technology

Sep 2000 - Mar 2004 (3 years 7 months)

Education

Transilvania University of Brasov

Bachelor in Electronics and Computer Science, Electrical Engineering and Computers (English courses)

2000 - 2005

"Dr. Ioan Mesota" National College of Brasov

9.71, Informatics

1996 - 2000

Developed deep programming skills in several languages: ASM, C++, Pascal

Earned several national and regional programming contest awards

Acquired web programming knowledge in PHP, Perl, JavaScript and multimedia programming la ActionScript

Skills

Mobile Devices • Telecommunications • VAS • Product Management • Mobile Internet • 3G • Strategy • Project Management • Team Management • GSM