

# Nicolae Esanu



Riyadh, Saudi Arabia

+966572451241  
esanunn@gmail.com

## Profile

Over 15 years of experience in:

- Operations and Project Management
- Digital transformation
- Business support
- Sales management

Enthusiast of getting things done and exceeding expectations,

## Skills

Project Management  
Sales Management  
Business Development  
Business Operations  
Digital Transformation

## Details

Nationality Romanian  
Date of birth 24.02.1990

## Languages

English	Native speaker
Romanian	Native speaker
Russian	Native speaker
German	A1
Italian	A1
Arabic	A1

## Links

[LinkedIn](#)

## Employment History

### 1 Manager Integration and Business Support Operation & PMO Consumer

Salam Mobile, Riyadh

October 2021 – Present

Honored to be member of the team that successfully launched Salam Mobile in KSA and achieved 900K customers in 11 months:

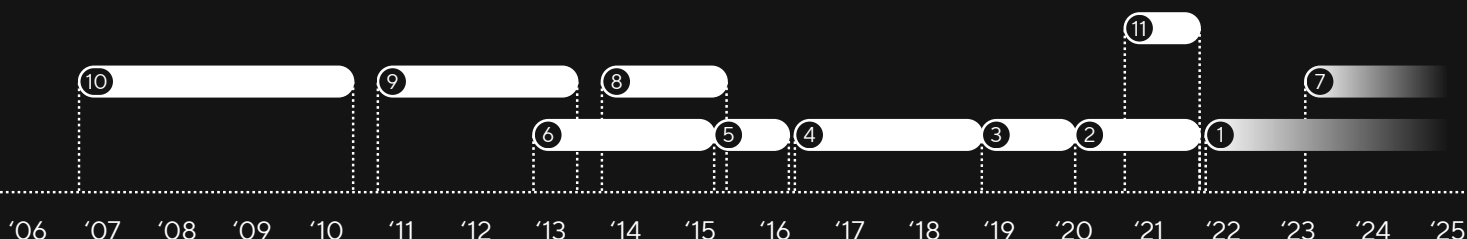
- Managed a team of 2 within Operations & PMO from Pre-Launch phase up;

### 2 Business Development Consultant

SMART ITWORKS, New York City (Remote)

January 2020 – September 2021

- Created a sales department from scratch which generated on average 2 landed deals per month with a focus on US and north EU markets with over 100K USD per contract;
- Built a lead generation process with AI automation which fully automated the searching, screening, and approaching part with a conversion rate of over 51%;



- Led, scope-to-launch multiple systems (ERP&OMS/Oracle, DMS&BSS/Optiva, CMS/in-house in less than 6 months;
- Achieved less than 1-hour average time delivery in Home Delivery project;
- Apple retail project: design and successfully launched the end-to-end stock management process and software;
- Managed sales support operations (1200+ sales agents in 4 traditional channels and 1 digital);
- Managed 48% of companies business requirements, change requests, and regulatory requests;
- Worked productively with Product Team to understand requirements and business specifications around Portfolio Management, Analytics and Reporting.
- Managed and supported business risk and worked to develop and implement strategic solutions.
- Developed and implemented performance standards and procedural changes to drive productivity and quality.
- Managed and evaluated workflow and productivity, making changes where necessary.
- Maintained extremely well organized records and handled all HR matters with confidentiality and the application of company standards.
- Led recruitment efforts and training of new employees.

- Created product presentations, product descriptions, sales scripts, and operational processes from scratch (over 20 documents);
- Built sales strategy and sales road map which was achieved with over 95%.
- Oversaw sales, marketing, and business development goals.
- Lead and conducted in depth analysis of business performance versus business goals.
- Established sales goals by forecasting annual sales quotas and projecting expected sales volume for existing and new products.
- Identified and maximized sales opportunities, and increased customer retention rates.

### 3 VP of Sales

XOR Inc., San Francisco

October 2018 – January 2020

- Managed sales operations with big enterprise clients in the telecom and retail industries (signed clients like Orange, ExxonMobile, and Carrefour);
- Built from scratch and managed a sales team of 21 SDRs and 7 Account Executives with a focus both on US and EU markets;
- Coordinated, led, and executed sales strategy with revenue flow from 0 to 43K USD/month with bookings of 250K USD/month.

### 4 Head of Sales MENA

Unifun FZ, Dubai (Remote)

April 2016 – October 2018

- Conducted in-depth research into VAS demands of Mobile Operators around the World and competitor activities;
- Ensured the timely and successful delivery of innovative solutions according to the client's needs and objectives;
- Forecast and track sales and project business metrics and KPIs;
- Built and maintained strong, long-term customer relations with clients including TAG, Telenor, and Vodafone groups.

### 5 Head of Commercial Department

"BUKET MOLDAVII" CJSC, Dubasari

March 2015 – March 2016

Managed a 7-member commercial department;

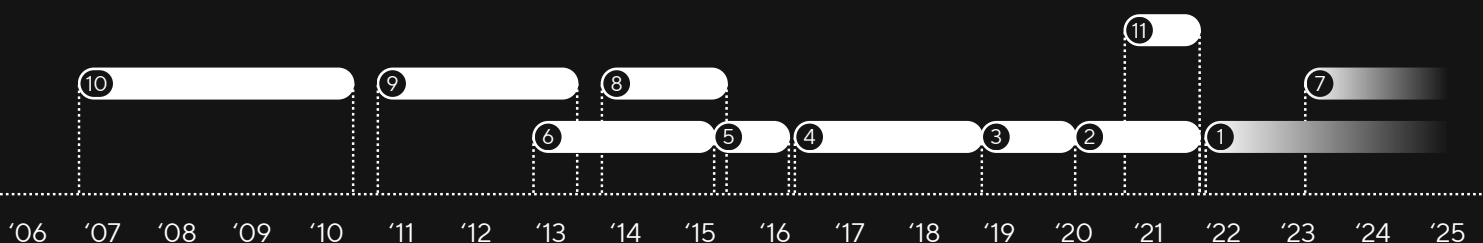
Developed the retail network of 8 locations;

Managed export activity of 4 to 6 containers per month, including customs and financial operations.

### 6 Sn Manager Logistics & Acquisition

Unimarket Discount SRL, Chisinau

October 2012 – March 2015



---

## Education

### 7 Executive MBA

HEC Paris, Riyadh/Paris

February 2023 – Present

Specialized in Managing the Digital Transformations

### 8 Master in Business Law

"Perspectiva" University, Chisianu

September 2013 – May 2015

### 9 Bachelor of Finance

Academy of Economic Studies of Moldova,  
Chisinau

September 2010 – May 2013

### 10 College Degree

Finance and Banking College, Chisinau

September 2006 – May 2010

---

## Hobbies

MARATHON, SKIING, SKYDIVING,  
KARTING, READING

---

## Courses

### 11 Procesual Management

MIND PRO School of  
Management

September 2020 – September 2021

