



Aliona Rotaru

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ABOUT ME

Extensive experience of over 4 years in designing startup accelerators and other startup-catalyzing programs within a leading organization in Moldova. Passionate about fostering entrepreneurial ecosystems and transforming innovative, impactful ideas into successful products and services.

WORK EXPERIENCE

20/07/2024 – CURRENT Chisinau, Moldova

EXPANSION MANAGER GARDY.ME STARTUP

- Conducting in-depth research to identify new markets, trends, and opportunities for geographic expansion;
- Developing and implementing expansion strategies that align with the company's growth objectives;
- Identifying and establishing partnerships with local businesses, distributors, or other stakeholders in new markets;
- Coordinating and overseeing the launch of services in new regions, ensuring smooth operations;
- Interacting with new and potential customers to understand their needs and ensure a successful onboarding process;

01/06/2022 – CURRENT Chisinau, Moldova

PRODUCT MANAGER PIVOTAL PRODUCT SCHOOL BY DREAMUPS

- In 2022, I conducted the first market test, with a product leadership course offered by the world's top university - UC Berkeley - within 5 days from the launch of the promo campaign we reached the target of over 40 enrolments;
- Conducted 30+ discovery interviews with IT companies leadership in 2023;
- Developed the school's first MVP, launched and ran the first pilot to validate product value;
- As a result of the pilot, we received feedback and iterated the product concept, deciding to change the market.

01/02/2022 – 30/06/2024 Chisinau, Moldova

PROGRAM COORDINATOR ORANGE DIGITAL CENTER MOLDOVA

- Developed the educational content strategy from scratch and oversaw the implementation of entrepreneurship and coding educational programs, end to end, as a service, for Orange Foundation.

01/02/2020 – 30/06/2024 Chisinau, Moldova

EXECUTIVE DIRECTOR DREAMUPS INNOVATION AND ENTREPRENEURSHIP ACCELERATOR

- Managed a team of 10 professionals to deliver educational programs and support services for startups;
- Oversaw a budget of \$1.4 million in total in four years, achieving a 10x increase in organizational turnover in 4 years;
- Conceptualized and developed educational programs and pilots for Dreamups and its private/public;
- partnersRepresented Dreamups at major industry events, increasing visibility and influence in the startup community;
- Mentored startup teams within various accelerators.

01/10/2020 – 30/06/2024 Chisinau, Moldova

CHAPTER DIRECTOR STARTUP GRIND GLOBAL STARTUP FOUNDERS COMMUNITY

- Curated founders events under the umbrella of SG global brand and community.

01/06/2017 – 01/02/2020 Chisinau, Moldova

MANAGER / CO-FOUNDER AND CEO 13A & C51 BAR, COWORKING AND COMMUNITY BUILDING EVENTS

- Developed the bar concept from scratch, including the menu, design, pricing strategy, branding, communication strategy, team workflow, etc;
- Built and led a team of 5 people to deliver services of vegetarian food and local wines;
- Developed a vibrant community by organizing marketing, art and civic events.

● **EDUCATION AND TRAINING**

01/09/2021 – 15/06/2024 Chisinau, Moldova
BACHELOR DEGREE IN BUSINESS AND ADMINISTRATION ACADEMY OF ECONOMIC STUDIES

Website <https://ase.md> | Level in EQF EQF level 6

01/11/2023 – 25/12/2023 San Francisco, United States
PRODUCT MARKETING MANAGEMENT CERTIFICATE Product School

Website <https://productschool.com>

01/04/2023 – 30/05/2023 London, United Kingdom
FOUNDATIONS ANGEL INVESTING COURSE Angel Investing School

Website <https://angelinvestingschool.com>

01/05/2022 – 30/07/2022 Chisinau, Moldova
PRODUCT MANAGEMENT CERTIFICATE Product School

Website <https://productschool.com>

01/07/2022 – 20/10/2022 California, United States
PRODUCT MANAGEMENT STUDIO CERTIFICATE UC Berkeley Executive Education

Website <https://executive.berkeley.edu/programs/product-management-studio-program>

01/03/2022 – 30/08/2022 California, United States
FOUNDATIONS IN DESIGN THINKING IDEO U

Website <https://www.ideou.com>

01/07/2021 – 30/11/2021 California, United States
AI IN HEALTHCARE Stanford Online

Website <https://online.stanford.edu/programs/artificial-intelligence-healthcare>

01/02/2021 – 02/2021 California, United States
FUNDAMENTALS OF ENTREPRENEURSHIP Draper University

Website <https://draperuniversity.com>

01/09/2005 – 30/06/2009 Chisinau, Moldova
DIPLOMA OF SECONDARY SPECIALIZED STUDIES IN ACCOUNTING NATIONAL TRADE COLLEGE of ASEM

Website <https://cnc.ase.md> | Level in EQF EQF level 4

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
RUSSIAN	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Miro | Figma | Adobe Illustrator | Microsoft Office | Wireframing | Basecamp | Mural | Zoom

● CONFERENCES AND SEMINARS

20/06/2023 – 21/06/2023 New York

UN Speaker

Acceleration of SDGs by 2030s - Upcelerator Case Study

Link <https://www.cei.int/news/9675/cei-side-event-at-un-high-level-political-forum-on-sustainable-development>

● HOBBIES AND INTERESTS

Cycling

Dedicated to raising funds for Hospices of Hope Moldova by cycling hundreds of kilometers. Driven by a passion for endurance sports and a commitment to making a meaningful impact in the community.

● VOLUNTEERING

02/2022 – 31/03/2022 Chisinau

Digital Expert for Moldova for Peace movement

Innovating the way help was provided during the first days of war in Ukraine, by facilitating the creation of a digital platform dopomoha.md

Link <https://dopomoha.md>