

RADU TARUS

CEO & Founder | Nova Event Solutions SRL

Event Management · Business Development · Strategic Marketing

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 www.novaevent.eu

 Chisinau, Moldova

 13 September 1991

 Driving licence: category B

PROFESSIONAL PROFILE

Entrepreneur and event manager with over 10 years of experience in the production and coordination of large-scale cultural, musical and corporate events. Founder and CEO of Nova Event Solutions SRL - one of Moldova's leading technical and artistic event production companies. Strong background in strategic marketing, corporate sales and organisational management, complemented by a university academic career and ongoing doctoral research. Two-time recipient of the 40 Under 40 award (VIP Magazine, 2023 & 2025) and Master of Sport in Kayak-Canoe.

PROFESSIONAL EXPERIENCE

Nova Event Solutions SRL | Chisinau, Moldova

CEO & Founder · September 2015 - Present

- Founded and strategically led a technical and artistic event production company, growing it into a national market reference
- Developed and implemented the company's annual financial and commercial strategy
- Managed multidisciplinary technical and creative teams (sound, lighting, stage, video)
- Built and maintained long-term relationships with institutional, corporate and international partners and clients
- Negotiated and closed service contracts for major national and international events
- End-to-end project management for 40+ major events per year, including international festivals, state ceremonies and concerts
- Supervised full technical production: technical rider, logistics, equipment installation, show execution and strike
- Represented the company in dealings with public authorities, cultural institutions and international organisations

Free International University of Moldova (ULIM) | Chisinau, Moldova

University Lecturer - Marketing | Faculty of Economic Sciences · September 2015 - May 2022

· PhD Candidate from 2025

- Delivered lectures and seminars in Marketing, Consumer Behaviour and Marketing Communications at bachelor and master level
- Developed and updated curricula and teaching materials for assigned disciplines
- Faculty Coordinator for International Relations - managed Erasmus+ partnerships and academic mobility programmes
- PhD Candidate in Marketing - research focused on event management strategies in brand promotion
- Publication: "Development of Event Management Strategies in Product Brand Promotion", Universitas Europaea (IBN)

Inox Plus SRL | Chisinau, Moldova

Head of Marketing · July 2020 - September 2020

- Developed the company's marketing strategy and communications plan
- Created and implemented the marketing department policy and structure
- Managed the marketing team and budget

SA Moldtelecom | Chisinau, Moldova

Corporate Sales Manager · July 2014 - April 2015

- Promoted Moldtelecom products and services to corporate clients (fixed & mobile telephony, data transport)

- Identified potential corporate clients and expanded the regional portfolio
- Created commercial proposals and negotiated sales contracts

Maximum Auto SRL | Chisinau, Moldova

Corporate Sales Manager · March 2013 - June 2014

- Managed supplier and business client relationships
- Conducted market analysis and pricing; drove sales growth and innovation initiatives

AFEW Foundation - Dance4Life Project | Chisinau, Moldova

Project Coordinator · March 2010 - April 2013

- Coordinated and organised school presentations and awareness campaigns
- Delivered 200+ trainings in health education, life skills and leadership
- Worked in an international environment - local, national and international conferences

NGO Schimba Lumea (Change the World) | Chisinau, Moldova

President · February 2012 - August 2019

- Wrote, coordinated and implemented projects with national and international funding
- Managed team, reporting, monitoring and financial accounting
- Key projects: "Stories of Bessarabian Grandparents", "Promoting Human Rights", "Get Involved and Be Informed", "Together in Solidarity"

REPRESENTATIVE PROJECTS - NOVA EVENT SOLUTIONS (PROJECT MANAGER)

Selection of events coordinated as CEO & Project Manager of Nova Event Solutions SRL:

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| ▶ Evi Mall Opening (2026) | ▶ Rockstadt Extreme Fest - Romania (2024) |
| ▶ Mastercard Meetup (2026) | ▶ Eurovision Moldova Grand Final (2024) |
| ▶ Post-Electoral Analysis Conference (2026) | ▶ Moldova Eco Energetica Gala (2024) |
| ▶ Vanya Dmitrienko Concert (2026) | ▶ National Youth Awards Gala (2024) |
| ▶ Odesey Rock Fusion Festival - Romania (2025) | ▶ Europe Day (2024) |
| ▶ International White Number Festival (2025) | ▶ Delia Concert (2024) |
| ▶ Alternosfera Concert (2025) | ▶ Alternosfera Concert - 25th Anniversary (2024) |
| ▶ Traktor Business Camp (2025) | ▶ Nogu Selo Concert (2024) |
| ▶ Winter Wine Vernissage (2025) | ▶ Lyapis Trubetskoy Concert (2024) |
| ▶ Spring Wine Vernissage (2025) | ▶ Noyz MC Concert (2024) |
| ▶ Europe Day Moldova (2025) | ▶ Cuibul Concert (2024) |
| ▶ Smells Like Teen Spirit - Rock Symphony Orchestra - Bulgaria (2025) | ▶ Misha Miller Concert (2024) |
| ▶ Wine Day PMAN (2025) | ▶ BelEU Fest (2024) |
| ▶ Creative Industries Festival (2025) | ▶ Creative Industries Festival (2024) |
| ▶ BelEU Fest (2025) | ▶ European New Year's Eve (2024) |
| ▶ Utopia - DJ Party Chisinau | ▶ Mayors Forum (2023) |
| ▶ Inauguration Ceremony of President Maia Sandu | ▶ Creative Industries Festival (2023) |
| ▶ Traktor Business Camp (2024) | ▶ Eurovision Moldova Grand Final (2023) |
| ▶ MasterCard Day (2024) | ▶ Faces of Friends Festival (2023) |
| ▶ Local Public Administration Day (2024) | ▶ Professional Day of Local Autonomy |
| ▶ International Mayors Summit (2024) | |

EDUCATION & TRAINING

2025 - present PhD in Marketing - ULIM, Faculty of Economic Sciences, Chisinau

2013 - 2015 Master's Degree - ULIM, Faculty of Economic Sciences, Chisinau

2010 - 2013	Bachelor's Degree - ULIM, Faculty of Economic Sciences, Chisinau
2019	Erasmus+ Academic Mobility - D.A. Tsenov Academy of Economics, Svishtov, Bulgaria
2015	Academic Mobility - Danubius University, Galati, Romania
2011	Transformational Leadership Course (international, England)
~2006 – 2010	Baccalaureate Diploma - Alexandru Ioan Cuza High School, Singerei

AWARDS & DISTINCTIONS

2025	40 Under 40 Award - VIP Magazine
2023	40 Under 40 Award - VIP Magazine
2018	Best Start-Up Award (Nova Event Solutions SRL)
2009	10th Place - World Kayak-Canoe Championship, Moscow
2009	National Champion - Kayak-Canoe, 1000m
2007	Master of Sport - Kayak-Canoe
2009-2018	Member of the Republic of Moldova National Kayak-Canoe Team
2011	Certificate of Merit for exceptional contribution to the national HIV/AIDS response
2014	3rd Place - National Film Contest "1 Minute about HIV/AIDS", Ministry of Education

SKILLS & COMPETENCIES

Management & Business - Strategic planning and business development - Leadership and multidisciplinary team management - Budgeting, financial reporting and monitoring - Negotiation and client/partner relations - Public procurement and tendering procedures	Event & Project Management - End-to-end project management (pre-production, production, post) - Technical coordination: sound, lighting, stage, video - Technical rider and communication with international artists - Large-scale event management (up to 50,000+ attendees) - Risk management and live event contingency planning
Marketing & Communications - Marketing strategy and communications planning - Promotional materials creation (posters, visual identity) - Digital marketing and social media management - Public relations and institutional communications - Training delivery and impact evaluation	Soft Skills - Leadership and team motivation - Strategic thinking and results orientation - Stress resistance and crisis management - Effective communication and negotiation - Adaptability and continuous learning

LANGUAGES

Language	Listening	Reading	Writing	Spoken prod.	Spoken int.
Romanian	Native				
English	B2	B1	B1	B1	B1
Russian	C2	C2	C1	C1	C1
French	A2	A2	A1	A1	A1

PUBLICATIONS & ACADEMIC ACTIVITY

Publications

- "Development of Event Management Strategies in Product Brand Promotion" - Universitas Europaea, IBN (https://ibn.idsi.md/vizualizare_articol/96719)

Conferences & Seminars

- "Universitas Europaea: Towards a Knowledge-Based Society Through Europeanisation and Globalisation" – 16-19 October 2018
- International Scientific Conference, Faculty of Social Sciences and Education, ULIM – 8-9 December 2017
- "Business Women Academy" - 17 March 2017
- Scientific and Practical Seminar "Competences Financieres et Commerciales" - 18 April 2019, ULIM