



# Andrei PREASCA

## Summary

Over 24 years of experience in the telecommunications industry, C-Level Management and business consulting. My expertise lies in Operational and Strategic management, Transversal and Agile Management of the teams, B2B sales and Marketing strategies, digital transformation, leading teams to excellence, and building relationships with valued customers. I'm passionate about IoT and ICT, recognizing its pivotal role in driving businesses towards their digital transformation objectives. My core belief is that customer satisfaction reigns supreme, and putting our customers first is our surest path to success.

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**Date of birth:** 30st of May 1976

**Nationality:** Romania / Moldova

**Status:** Married – One child (18 years)

**Divers license** (B)

## EDUCATION

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**2005-2007 : MBA, Grenoble Graduate School of Business, Specialization: Global Management**

**1993-1998: The Co-operative Commercial University of Moldova. Business Administration.**

## WORK EXPERIENCE

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**Orange Moldova (2001- December 2024)**  
**B2B Sales and ICT Director**  
[www.orange.md](http://www.orange.md)

During my time at Orange, I advanced from Team Leader to Director and Independent Member of the Board of Directors. Orange Moldova is the largest taxpayer in the country and the leading telecom operator, as part of the Orange Group. Proven track record in driving B2B growth and innovation within the telecommunications industry.

Since 2006, served as a member of the Board of Directors, overseeing enterprise business lines and driving strategic initiatives. Responsible for B2B revenue (**20% of total company revenue**), P&L, and EBITDA across all B2B customer segments.

Successfully founded and led the B2B team at Orange Moldova (nr1 taxpayer in Moldova and top 3 big companies from Moldova), overseeing the B2B line of business, which now comprises four key areas:

- **Mobile Business:** Ranked **#1 in the market** volume and value.
- **M2M (Machine-to-Machine) Market:** Secured the top position in the B2B sector.
- **Fixed Internet Market:** Expanded the company's market share from **4th to 2nd place**, with a strategic plan to become #1 within four years.
- **ICT & IoT (Smart City):** Pioneered new business lines in ICT and IoT for B2B customers in Moldova Market among all telco operators, contributing significantly to the company's overall revenue growth. The share of ICT/IOT already reached **30% revenue** from total B2B revenue. Grew the business from the ground up, achieving 4th position within five years, out of 10 major ICT integrators with clear strategic plan to become nr1 in 5 years. We already nr 1 integrator for Cybersecurity solutions in

### Hobbies:

Open water swimming (crossing Bosphorus) Diving, Running, Mountaineering

### Language:

English – Fluent  
Romanian – Fluent  
Russian - Fluent  
French – Good

### Interest:

As voluntary I do courses for students about Digital Marketing and Digital Transformation (with real start-up for new product or services)

Passionate about ICT and IOT technology. First in Moldova run Smart City, Smart Water and Monitoring system for Adult People - True Kare.

Participating as speaker at Digital Conferences about technology, digital transformation. Articles online and business media.

Moldovan Banking Sector of Moldova. Established the company as a leading provider of cybersecurity, digital transformation solutions, data analytics

Demonstrated expertise in B2B sales, B2B Customer care and customer experience, B2B marketing and digital transformation.

- **Direct reported team:** B2B sales, Customer care, Pre-sales, Back Office, ICT engineering team, **84 persons**
- **Transversal and agile teams:** B2B Marketing and communications, Sales for Small Customers in direct and indirect channels, tele-sales. Indirect sales Partners. **100 persons**
- **Sales Team and Customer Experience Management:** I implemented and integrated Microsoft Dynamics CRM into the sales team's activity process. Not only the CRM, but also the standardization of processes according to the SPANCO model with metric systems. For Customer Service, I implemented the SPANCO sales process, which includes metric systems, process and management tools. This allowed us to have a 360-degree view of the customer experience and to guaranty delivery of sales budgets. Currently, the **B2B customer NPS is one of the highest among the Orange Europe affiliate companies.**
- **Digital Transformations:** Digital transformation is a priority for me. In recent years, I have completed major projects that have simplified customer relations processes and optimized internal processes **to reduce human errors, increase efficiency and reduce impact on CO2 emissions.** Specifically, I implemented the e-Invoice project, through which B2B customers no longer receive paper invoices, only electronic ones. This project has saved approximately 80 trees annually. Another project involves the automation of internal processes using uPath technology. I have implemented around 50 robots in internal processes, which as well increase efficiency and customer satisfactions. Additionally, we automated the Document Flows for the sales team, which eliminated the need for paper in customer relations and improved traceability and digitalization of the sales process.

**Pioneered Smart City projects in Moldova**, leveraging IoT technology for street lighting, telemetry, smart agriculture, and e-health. Led the deployment of the first LoRa network and tested NB-IoT and LTE-M. Currently preparing 5G IoT use case implementations for businesses

As B2B Sales Director, I drove performance across multiple business lines and enhanced solution selling through the creation of **B2B Sales Academy and ICT Sales Academy**. These platforms ensure continuous improvement of sales skills, empowering the team for sustained success in a competitive market."

I have established a **strong C-level network within the Moldova B2B market**, fostering personal relationships with key decision-makers. As a member of several prominent business associations, I am frequently invited to speak at major business events across the region, reflecting my active engagement and influence in the industry.

**ARIA (1998 – 2001)****AGENCY FOR RESTRUCTURING AND ENTERPRISE ASSISTANCE****Senior Business Consultant**

Managing complex restructuring and transformation projects in a variety of industries, including chemical, agricultural, food processing, and machine construction. Ability to develop and implement corporate governance policies and procedures, monitor the company's financial performance, and represent the company to shareholders as a member of the board of directors. Specific focus on marketing and sales, including building and leading teams, conducting market research, developing distribution networks, organizing sales activities, and developing strategic marketing plans. Led a team of Moldovan C-level executives on an internship in Ireland as part of a World Bank program to educate and improve their business skills.

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**ACADEMIC WORK EXPERIENCE****The Co-operative Commercial University of Moldova  
2017**

One-year experience as a digital marketing teacher at university developing and taught a digital marketing course on social media marketing, latest digital marketing trends and technologies, and how to apply them in the real business. As a teacher, I promote a way of studying that focuses not only on theoretical aspects but also on creating real startups. During this year, two student startups were established that later transitioned into actual businesses in the small business sector

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