

# Ovidiu Creangă

## Curriculum Vitae

First and last name	Ovidiu Creangă
Address	Copaceni Street 47, Bucharest, Romania
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Birth date	20 November 1970
Professional objective	Developing new businesses – markets, products and solutions. Having the mission of developing company and its people and helping them to reach their potential, become trusted professionals and ensure excellent quality.
Work experience	26 years
Period	<b>October 2019 – Present</b>
Company	<b>RELIABLE SOLUTIONS DISTRIBUTOR – Chisinau, Republic of Moldova</b>
Job	Managing Director
Main activities and achievements	<p>The company "Reliable Solutions Distributor" is one of the leaders in the field of software and hardware computer systems integration in the market of the Republic of Moldova. With over 150 projects implemented on various solutions and technologies at national level, RSD has managed to become one of the most important and reliable partners in terms of providing IT solutions.</p> <p><b>Responsibilities:</b> Lead the company and develops the culture for the organization. Design, develop and implement the strategic plan for the company in the most cost effective and time efficient manner. Responsible for both the day-to-day running of the company and developing business plans for the long-term future of the organization. Developing and implementing growth strategies. Training low-level managers and staff. Creating and managing budgets. Improving revenue. Hiring employees. Evaluating performance and productivity. Analyzing accounting and financial data. Researching and identifying growth opportunities. Generating reports and giving presentations.</p> <p><b>People Management:</b> Management of sales and technical teams – 12 people and another 4 from marketing, financial and administrative departments.</p> <p><b>Projects:</b> National Bank of Moldova – backup, storage and virtualization project (Dell EMC, VMware) National Bank of Moldova – multifactorial authentication project (Thales/Gemalto, Citrix, Ubuntu) Mobiasbanca – document management system (ELO Digital Office)</p>
Period	<b>October 2009 – October 2019</b>
Company	<b>NEXT POINT CONSULTING – Bucharest, Romania</b>
Job	Managing Director
Main activities and achievements	<p>Since June 2019, Next Point Consulting is part of a larger family (Soft Tehnica) but remains the same young and dynamic team, excellent in its field, united by the passion of doing things in a way that achieving higher results is easy, profitable and pleasant.</p> <p><b>Responsibilities:</b> Lead the company and develops the culture for the organization. Design, develop and implement the strategic plan for the company in the most cost effective and time efficient manner. Responsible for both the day-to-day running of the company and developing business plans for the long-term</p>

future of the organization.

Responsible for all sales actions based on huge business experience and sustained by an extensive knowledge of markets, people, culture and many software applications (business, enterprise, infrastructure, unified communication solutions, security, etc.; open source or proprietary).

**Key Point:**

Next Point Consulting was designed primarily as a business consultancy company that offers business optimization services, offering as needed ITC based solutions. Our mind is always set on the customer needs and how best to answer them. This meant process reengineering, changes or blueprint, new procedures or rethinking the business activity and implementing the right solution with the right partners (freelancers or big names like KPMG, Lebanese Center for Energy Conservation (LCEC), Microsoft, SAP, etc.

Extremely important is our understanding of the Consultant role: we are together with the customer in taking risks and going through the needed changes. Our business model reflects it: fixed cost and variable profit depending on the results of the recommended solution. This way Next Point managed to reach an average of 650 Euro/day, the double of regional average.

**Company Management:**

As the title suggests, I managed everything, this includes the staff, the customers, the budget, the company's assets and all other company resources to make the best use of them and increase the company's profitability.

**People Management:**

Project team coordination so we successfully achieve objective and respect time&budget. Management of sales and technical teams (internal teams and external vendors – Spain, Brazil, Croatia or Israel).

**Partners and channel management:**

Development and management of partners network from hardware, software and services space.

**Projects:**

National Bank of Moldova – consultancy for procurement of security&data lost prevention solutions

Orange Moldova – Quality insurance on Knowledge Management System project

Petrom Moldova – POS implementation services

Avicola Floreni – Informatization of entire production&sales cycle (tracking and food safety solution)

Elita 5 Altepi – company restructuring that led to profit evolution of +123%

Inko Group (Moldova) – start-up business consultancy: setup of cosmetics distribution in Moldova, Belarus, Bulgaria and Ukraine (Kalos brand)

Transportation Ministry in Moldova – consultancy for procurement process of tachograph cards

Urgent Curier – selection of appropriate ERP solutions and supervision implementation process

Mirus Group – business flow optimization project (as result of analyses was designed, developed and implemented a custom PSA solutions)

Teamnet International – starting and developing international business in Serbia, FYRoM, Bosnia and Herzegovina, Moldova and Ukraine.

**References:**

Daniel Toma, Managing Director, Senior Software:

*"Ovidiu is the kinds of partner to discuss a one-time, fall agree on some principles and then things move by themselves."*

Doru-Eduard Balan, Marketing Manager, Interactive Systems:

*"Ovidiu is a very dynamic and focus-driven professional, with exceptional analytical skills and good knowledge of IT&C Romanian and international market. He is also a very good manager; he has the ability to build a reliable relationship with clients, partners and employees. Highly recommended as an IT&C Sales Expert."*

Florian Enea, General Manager, Computas Romania:

*"Even though he is a sociologist and he speaks too many languages, Ovidiu is a natural element in the IT industry. He rapidly adapts to new technologies, moves seamlessly through existing ones, and possesses the ability to clearly and concisely explain business benefits to a customer. Without a doubt, Ovidiu is an individual who certainly knows how to get the things done!"*

Period	<b>August 2008 – October 2009</b>
Company	<b>AUTODESK, INC. – Bucharest, Romania</b>
Job	License Compliance Manager for South East Europe Countries
Main activities and achievements	<p>Autodesk, Inc. is an American multinational software corporation that focuses on 3D design software for use in the architecture, engineering, construction, manufacturing, media and entertainment industries.</p> <p>Responsible for Region execution of license compliance (LC) &amp; anti-piracy (AP) business strategy.</p> <p>Autodesk SEE Region LC&amp;AP spokesperson - tell the LC&amp; AP story externally via Marketing actions and PR plan in building awareness to drive perception changes, behavior changes, and ultimately long-term reductions of piracy losses.</p> <p>Established SEE region community, communications, and execution rhythm for different projects. Worked with BSA&amp; Local lawyers &amp; Public Sector representatives in order to incorporate Intellectual Property protection measures: from law revision, trainings, documenting and preparing raids to settlements and court actions. LC advocate and counselor for the customers and partners.</p> <p>Manage pricing &amp; nonstandard agreements from request, from order through approval and booking in the system.</p> <p>Manage LC regional budget in order to achieve most important most important target – revenue from licenses from converted pirates. Accountable for LC&amp;AP business results as measured by SEE Regional LC KPIs.</p> <p>Responsible for mapping SEE region business to WW process and strategy Protect Autodesk's Intellectual property in South East Europe region by ensuring proper licensing.</p> <p>Maintaining continuous feedback/evaluation processes to evaluate and evolve the SEE region LC&amp;AP strategy and offerings to reflect market changes, customer &amp; partner expectations and drive customer and partner satisfaction.</p> <p><b>People Management:</b> Identify and build leadership talent within region, evaluation and contribution to succession planning efforts.</p> <p><b>Partners and channel management:</b> Collaborating with other software providers as Microsoft, Adobe and Symantec in eradicating piracy and building awareness towards software compliance and its benefits. Interface between Customers, Public Sector Representatives, Distributors, Resellers, BSA, AP local agencies, Advertising agencies and Autodesk team - 11 countries, 9 Value Added Distributors, 42 Value Added Resellers, 18 Resellers, 9 BSA representatives, 5 local lawyers and affiliates.</p> <p><b>Sales:</b> Overachieved quota 118% in Q4 FY2009 – 2.4 Million Euros, 106% in Q1FY2010 – 2.1 Million Euros.</p> <p><b>Other:</b> Biggest successful raid against one single company – 244 illegal Autodesk products licenses (1 Million Euros for licenses plus 500.000 Euros penalties).</p> <p><b>References:</b> Paul Lipovanciuc, Channel Sales Manager SE Europe, Autodesk, Inc.: <i>"I was really surprised in a very positive way to find in Ovidiu a professional with qualities on par with the best performers in the US. I am confident he will be a tremendous asset to any organization that will be lucky enough to collaborate with him in Romania or anywhere else in the world."</i></p> <p>Paul Costea, Partner &amp; Channel Sales Manager for Romania, Bulgaria &amp; Moldova, Adobe Systems: <i>"Ovidiu is a very resourceful, energetic and inspirational business partner. Sharing ideas and solutions with Ovidiu is always a joy and I feel privileged for being able to work with him."</i></p> <p>Razvan Balint, Owner, Romsym Data: <i>"Usually I don't write any kind of recommendations. Ovidiu made me write one, he is so good, so professional, that I would love to be able to hire and work with him at my own company. Unfortunately, he is too good. The best business partner I worked in Romania with!!!"</i></p>

Period	<b>May 2006 – December 2007</b>
Company	<b>LLP BUCHAREST – Bucharest, Romania</b>
Job	Key Accounts Manager
Main activities and achievements	<p>LLP is a reseller of Infor SunSystems, Infor EAM, Infor ION BI, Pivotal CRM, Microsoft Dynamics AX, NAV, CRM and systems@work.</p> <p><b>Responsibilities:</b></p> <p>Developed a strong portfolio of customers, networking through and maximized all potential business opportunities within existing accounts.</p> <p>Articulated a true solution to business needs, at all levels utilizing excellent communication and presentation skills.</p> <p>Reporting regarding specific markets and the sales performance.</p> <p>Supervision of the solutions' implementation process.</p> <p>Planning and managing the BID activities, resources and BID risks – working closely with large bidding teams for complex offers and multiple solution components.</p> <p><b>Partners and channel management:</b></p> <p>Built and managed a partner's channel (26) in Romania with small local IT companies in order to cover entire country. Managed subcontractors for technical and commercial offers and administrative and qualification documentation in the offer.</p> <p><b>Sales:</b></p> <p>Finding, hunting and closing two of the biggest deals for LLP Bucharest – eMag (360.000 Euros) and REBU (500.000 Euros).</p> <p><b>Other:</b></p> <p>Moving LLP focus on Public Sector.</p> <p><b>References:</b></p> <p>Robert Komartin, Managing Director, LLP Bucharest:  <i>"I had the pleasure of working with Ovidiu in his Account Manager role, and I've always been impressed by his passion for getting things done as well as by the depth and complexity of his reasoning."</i></p> <p>Florinel Chis, Owner, Candoo Software – Business Analyst and Project Manager eMag:  <i>"I had the opportunity to work with Ovidiu and this led to an excellent partnership. He was the consultant that I needed in order to help me identify the right solution for my specific project after looking at various solutions. He did not follow the path of proposing a standardized solution addressed to everyone and anyone. I was impressed by his focus on what I needed, of what the projects outcome, limitations and needs where. His experience in different industries and his knowledge of the solutions allow him to investigate, understand and truly council his customers. I would recommend Ovidiu to every company that's needs to define their approach and to select the right solution from this huge market that the IT&amp;C industry is."</i></p>
Period	<b>August 2003 – April 2006</b>
Company	<b>SEBA INDUSTRIAL SRL – Bucharest, Romania</b>
Job	Marketing and Export Manager
Main activities and achievements	<p>Seba Industrial is a private owned company established in 1994, with the main purpose of producing and distributing wood processing equipment. SEBA Industrial grew out to be one of the main wood processing equipment distributors in Romania and the market leader in the domain of wood drying and steaming equipment in Central and Eastern Europe.</p> <p><b>Responsibilities:</b></p> <p>Began as Export Consultant and finally became Marketing and Export Manager.</p> <p>Marketing and sales (export activities) for Russian market. Member of the company board with GM&amp; CFO.</p> <p>Development of market for the brand - Key responsibilities were the Russian expansion of current business,</p>

growth in current product lines, establishment of new product lines, setting marketing infrastructure in Russia. Perform marketing analyses, reports and identify and monitor metrics to measure efficiency of the marketing actions and initiatives  
Develop annual business/marketing plans for the distributors and territory.  
Identify and develop new distributors for expansions/increased business volumes and coverage.

**People Management:**

Recruiting, training and managing the International Sales and Marketing team - 8 people.

**Partners and channel management:**

Build a distribution channel - 6 countries, 8 Distributors, 40 Resellers (most important distribution channel was in CSI where the first two distributors was convinced to terminate agreements with traditional suppliers and sign a partnership with Seba covering thru them entire CSI with more than 30 resellers).

**Sales:**

I have being the one opening the Russian market for SEBA: identifying customers, initiating and finalizing the sales cycle. The revenue evolution was as follows: in 2003 approximately 60.000 Euros, in 2004 more than 750.000 Euros from the Russian Federation, in 2005 more than 1.750.000 Euros.

**Other:**

Project lead for the implementation of an ERP solution developed in house.

**References:**

Cristian Teodorescu, Marketing Manager, Seba Industrial:

*"From a personal perspective Ovidiu is a great guy to work with. From a business perspective I know he built enviable relationships with clients, a thoroughly professional Export Manager, who prepares meticulously for customer engagements. As one of the main achievements he managed to move the company to being, from a local, a European one, opening the Russian market for Seba Industrial."*

Period	June 1998 – July 2003
Company	PRESS TRUST MAKLLER – Chisinau, Moldova
Job	Marketing Manager
Period	April 1992 – April 1998
Company	HOLDING INTERNATIONAL INTERFORUM – Chisinau, Moldova
Job	Marketing Executive
Period	May 1990 – April 1992
Company	PRESS TRUST PUBLITIM – Timisoara, Romania
Job	Redactor
Period	1998 – 2003
School	Free International University Of Moldova – Chisinau, Moldova
Specialization	Law Faculty, the specialty Penal Law, period 1998-2003, graduate in the criminology specialties.
Period	1993 – 1998
School	Moldova State University – Chisinau, Moldova
Specialization	The Faculty of Journalism and Sociology, period 1993-1998, journalistic specialties and sociology.
Trainings	Project Management – 2 days training by LLP Group MS Project – 1 days training by Microsoft Power selling – 2 days training by Ascendis Solutions selling – 3 days training by Ascendis Soft skills – 2 days training by MTW România Communications skills – 2 days training by MTW România Presentation skills training – 2 days training by MTW România Leadership and management – 2 days training by MTW România

	MRP in Dynamics AX – 1 days training by LLP Group Selling Dynamics AX – 2 days training by Microsoft Power negotiations – 3 days training by Ascendis SAP selling – 3 days training by CCT and SAP Romania Advanced SAP selling – 3 days training by CCT and SAP Romania Power of Negotiation – 3 days training by Buyer Group Switzerland Management of partners – 3 days training by Autodesk Sales certification from: SAP, Symantec, Microsoft.
Competences and skills	Negotiation of major complex contracts. Complex solutions offer and sale. Selection and control of agents. Sales and business planning. Multi-cultural awareness. Company administration. Team management. Experienced in speaking at seminars and writing articles, press releases, adverts, sales literature. Extensive knowledge of many markets and sectors, especially in South East European countries.
Language skills	Mother tongue – Romanian, fluent in Russian, fluent in English, basic understanding of Italian, Serbian and French.
Management skills	Managed directly teams up to 20 persons. Managed indirectly teams up to 100 persons. Managed a spending budget of up to 860.000 Euros and sales target up to 12 Million Euros.
Driving license	Yes, category: B