

# Bogdan Iosifaru

## Sales Manager

Sales Manager with more than 10 years of experience in software and auto id industry with multinational companies. Proven record of handling large territories and large number of customers. Ability to achieve exponential sales and revenue growth of more 50%, and retaining customers.

### Personal Info

#### Address

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#### Phone

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#### E-mail

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#### Date of birth


1980-03-29

#### LinkedIn


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### Skills

Salesforce  advanced

Computer skills -  Advanced  
knowledge of MS  
Excel (pivot tables,  
data visualization).  
Configuring different  
type of label printers,  
card printers and  
card  
systems. Knowledge  
of Server Operating  
Systems and  
networking.

advanced

Auto ID - Advanced  knowledge of color  
theory. Advanced  
knowledge of labels:  
materials,  
convertors, design,  
etc. Advanced  
knowledge of cards:  
create and design  
high security cards,  
laser engraving  
cards, etc.  
Knowledge of  
automated label  
applicators.

advanced

### Experience

2017-01 -

#### Regional Sales Manager

2019-01

*Matica Technologies*

##### Responsibilities:

- Develop the card printers, personalisation machines and embossers for Baltics, Central and Eastern Europe, Adriatics, Russia & CIS, Turkey, Israel.
- Create a structured business composed of Distributors, Resellers and Tier 1 - Technical partners.
- Travel time more than 70%

##### Achievements

- Achieved growth from 600.000 EUR/year to 1.2 million by organizing regional distributors for CEE, Russia and Turkey.
- Growing and training the technical partners in order to be able to handle different complex projects.
- Won some interesting projects, like:
  - Rome transportation card
  - Zagreb Airport - Security ID.
  - Estonian student ID for public schools.
  - High security IDs for Polish Secret Service

2010-12 -

#### Regional Sales Manager

2017-01

*Ingram Micro*

##### Responsibilities:

- Grow the auto id printing business for Ingram Micro in Romania and Moldova. Grow the channel printing business with the main supplier Zebra Technologies.
- Organize and grow the channel business with secondary suppliers: Datacard, Datamax-Oneil, Honeywell and Datalogic.

##### Achievements

- Increased the Zebra Technologies revenue up to 1.4 mil per year, from 60.000 EUR/year.
- For the rest of my suppliers the business increased up to 300.000 EUR per year, mainly with Datacard and Datalogic.
- Together with Datacard we've created the first instant issuance project in Romania for ING Bank. The project value was 500.000 EUR.
- Special tobacco label supplies project for Philip Morris Romania.
- I organized the channel business and reached a target of 300 active resellers in Romania and Rep of Moldova.

2009-10 -

#### Regional Sales Manger

2010-11

*Infotrend Data*

##### Responsibilities:

- Grow the Symantec DLP, EMC storage and Epson printing, business in Romania and Moldova.
- Develop the business for a new software dedicated to oil and gas industry, called Petrotechnics.
- Keep the customers captive to our company solutions.

##### Achievements

Achieved a significant growth of more than 50% each year.  
Managed projects bigger than 500.000 EUR large customers like:

- DLP Project for Alpha Bank Romania

Presales - Advanced knowledge of complex IT Hardware. Advanced knowledge of Thermal Printing, Direct Thermal printing for labels. Advanced knowledge of Direct to Card printing and also re-transfer printing technologies. Good knowledge of personification and embossers systems.



advanced

- DLP Project for EXIM Bank Romania
- EMC AVAMAR Project - Vienna Insurance Group, Romania
- Petrotechnics - Petrom, Romania
- Petrotechnics - Hidroelectrica, Romania

2002-06 -  
2009-09

## IT Manager

*Mediapro Studios*

### Responsibilities:

- Trusted with multi-million IT budget to develop the IT infrastructure to handle all the company needs like: 4K live streaming, video portals, VFX Graphic Designers, Operational, etc.
- Create a render server farm to be used for creating animations for TV and movies.
- Create a video portal so that film producers to see in real time what is happening on the sets.
- Secure the filmed content from not being stolen or leaked into Torrent sites, etc.
- Create a cinema halls solution for movie in house presentations.
- Create a video on demand solution for public
- Work with Cisco equipment like: switches, routers, firewall, windows 2000 server, Windows 2008 Server, Windows XP, 7, Office, MacOS.
- HP Blades,

### Achievements

- Created and implemented a 3 million USD, HP server farm to handle all the graphics needs of the company.
- Implement a security solution for content management in order to prevent information leakage from inside the company
- Created one of the first 4K video streaming solution in the world based on HP and Sony Cinealta video camera
- Created the first video on demand online application open to public, called Voyo. The application was released in different eastern countries: Romania, Czech, Croatia, etc.

1998-06 -  
2002-06

## IT Manager

*Serban International Transport*

### Responsibilities:

- Trusted with an IT budget of 30.000 USD to develop and organize an IT infrastructure to handle: customs, logistics, warehouse.
- Negotiating with IT suppliers the hardware equipment.
- Design a very large IT infrastructure composed of more than 1000 concurrent users. Interconnect using radio communications links different locations across Bucharest.
- Maintain, organize and educate the whole company to avoid down-times.
- Work with Windows NT server, Windows 2000, Redhat Linux, Wordperfect, Asicuda.

### Achievements

- Implemented a secure IT environment so that the company could communicate secure and fast internally and external (like interconnection with Romanian Customs)
- Created redundant infrastructure that was connected with three simultaneous Service Provides.
- Created a monitoring solution for each user in order to ensure a smooth connectivity and delivery of information.



## Education

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1994-06 -

### **Barbu A Stirbey, High School**

1998-06

Diploma for Statistician accountant, 1998

2000-10 -

### **University of Craiova, Computer science**

2004-07

Bachelor Degree, Automation, Computer and Electronics Engineer, 2004

### **Certifications**

#### **Entrust Datacard**

Desktop Card Printers Specialist

Desktop Card Printers Service Engineer

Instant Issuance Certified

#### **Zebra Certifications:**

Zebra Card Specialist

#### **Symantec Certifications:**

Symantec DLP: SSE, SSE+

Symantec Endpoint Protection: SSE

#### **Cisco Certifications:**

Cisco Sales Expert

#### **Oracle Certifications:**

Oracle IDM Sales Expert

#### **ISSOW Certification:**

ISSoW Trainer

SSoW Level 1 Risk Assessment on Petrotechnics Sentinel PRO \*ISSoW Level 1

Performing Authority on Petrotechnics Sentinel PRO

ISSoW Level 1 Isolation on Petrotechnics Sentinel PRO

#### **Varonis Certifications**

VCTA-ODA Varonis Certified

Iosifaru Bogdan

Technical Associate – Operational Use of DataAdvantage

VCTA-ODA Varonis Certified Technical Associate – Operational Use of DataAdvantage