

The Executive

Aurel

Managing Director delivers Change and Turnaround

Aurel is an experienced top executive with strong business expertise in sales, marketing, company management both on national and international level. With a strong track record in delivering strategic, groundbreaking programs, he specializes in business project management, strategy and goal setting, organizational transformation. Knowledge seeker with a genuine passion for culture, Aurel defines and implements outstanding development strategies, based on researching the market trends, analyzing the competition and finding the perfect marketing plan for positioning the company and choosing the right tools to fulfill the strategy.

The Executive's Major Assets

Structured, strategic minded, capable of delivering excellent results at all levels in the organization and developing well-thought-out plans and leading them towards completion. Experienced in sales and marketing strategy as well as managing company departments and the company development.

Provides outstanding sales strategy and solutions to constant improve sales department. Creates sales motivation programs and incentive schemes based on results of each individual and results of department and the company as a whole. Creates outstanding reports to monitor sales results, both quantitative and qualitative.

Analyzes competition, market trends and defines strategy for positioning the company and choosing the right tools to fulfill the strategy.

Develop and implement the 3 P's mandatory in each successful company: Planning, Procedure and Policies.

Choosing what plan do accomplish, test it and then create procedure, and at the end, transform it in policy of the company once this work with great results.

Develop outstanding motivation strategy based on 6 human needs implemented in company motivation policy.

Develop and implement outstanding strategy for development of the company at international level, based on researching the market and finding right segments of the market, and best sales strategy and tools to sale on these markets. Constant department improvement.

The Executive's Track Record

- Conducting competitor analysis for technology and telecommunication companies, or even banking institutions, refocusing the business strategy and establishing new customer packages and pricing policies;
- Researched and made recommendations on a suite of products offered by a technology company; key areas where they should compete, organizational changes to compete effectively and governance changes to put in place controls to manage product development;
- Refocused enterprise strategy and built the vision of how the customer excellence strategy would be at the center of the business strategy;
- Leadership of a comprehensive strategic review, including gaining Board and shareholder approval for resulting changes in business direction.

The Executive's Allocation

- Ensures the financial viability of the overall business; devises and implements strategy for executing opportunities with immediate return in turnover;
- Recover profitability when it times of inefficient management structure leading to a non-functioning business;

- Sales management and growth of the international affairs and distribution channels;
- Refocused the business; closing loss-making subsidiaries and developing a profitable wholesale business;
- Sales management and growth of the international distribution channels;

The Executive's Key Benchmarks

- Transforming supply chain operations for a retail chain with savings that sum up 1mil EUR
- Immediate increase of sales volumes (>10%/month) in retail banking
- International business Start-Up with 100% increase over the estimated commercial results;
- Outstanding sales management for retail banking: improving business targets by 20% after the first year.