

The Executive

Dragos

CEO, Corporate Sales & Marketing Director and International Business Development Manager, with a focus on IT&C

A self-aware, inspirational leader and mentor who is analytical and thinks strategically, Dragos is credible at all levels. A master of communication, interprets and articulates company vision, he builds consensus and facilitates change. He is renowned for ability to work in diverse and politically charged environments and is unafraid of taking tough decisions. In addition, Dragos is strong when building customer relationships and when dealing with people development and management.

The Executive's Major Assets

A brief picture of his professional strengths profile: strong common sense and ethics, strategic thinker and leadership skills, positive/problem solver attitude, very good communication and influencing skills, self-confident, team-builder and team-player, open-minded, creative, with a strong sense of initiative, able to work independently, result/profit oriented and entrepreneurial. Dragos preferred domain of action would be in area of business development (sales, marketing and communication), as well as the complex restructuring projects (turn-around and operational optimization).

One of Dragos' greatest strengths is in motivating other people. He has an ability to influence others to do things when they may not want to. He can create good feelings in others, generates enthusiasm and motivates through praise. Dragos has a natural ability to communicate. He is likely to draw out opinions and create very positive relationships within his team. Certainly shows great enthusiasm and is likely to appear optimistic towards whatever is required.

Relishes the chance to influence people in doing the right thing and manifests a great capacity for inspiring high credibility and natural authority with impact in motivating and energizing people.

Dragos has clear accountability for result (outpacing competition, pushing for stretch goals, and sustaining a belief in success during tough times) by promoting partnerships (i.e. network and influence across boundaries) and to create and leverage best practice business development techniques. Driving execution and realizing business potential by linking actions to business goals with high degree of growth orientation and business acumen combined with an excellent network of contacts.

The Executive's Track Record

- Established companies with well-known technologies or new comers with disruptive technology;
- International Business Development - Sales, channel, alliances (strategies) and consulting for technological companies (or venture capitals/investments funds) or IT divisions of such entities;
- Establishing new performance standards by people management & strategy, followed by business development and key account management. Dragos' unique specializations include both e-commerce and software business, to technical industrial sector and retail business;
- Relevant know-how (tech & sales related) to be shared (even in advisory boards) with technology companies with regard to successfully develop business internationally (EMEA, CEMENA, APAC & LATAM);
- Very good global contacts network within the e-commerce, security and software industries (both customers and channel);

The Executive's Allocation

- Creating business growth strategy for local and international markets;
- Developing from scratch (HR structure, Business Metric, Processes) international marketing strategy and distribution channels;
- Tightening the management of a company running out of control and improving the managerial practices;
- Refining the market coverage strategy and optimizing the structure of the channel portfolio to maximize geographical coverage;
- Identify key segments and initiatives to drive effective go-to-market coverage strategies, maximize top line growth and reduce costs;

The Executive's Key Benchmarks

- From 0 to 3 mil EUR revenue in just one year further to start-up business in Russia and CIS countries
- Coordinating business development in 40+ countries and 500 partners;
Result: 14 mil EUR revenues;
- Introducing new commercial concepts and executing the distribution strategy; Results: 20 mil EUR revenues