

Adrian Barbu

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Cluj-Napoca & Toulouse - MBA | GoCEM - Customer Experience | AMA - Sales Strategy |

N.E.W.S. Navigation – Organisation & Leadership Development | CLI – Executive Coaching | NLP Master

Professional Summary

Executive Management Records in Sales, Marketing; GM –entrepreneur in Business Education & Performance Evaluation, one successful divesture in 2017

Passionate about Organization Performance, People Development, Leadership Development

Focused on building sustainable & profitable businesses, in professional & healthy cultures

Driven by Mindful Leadership, Strategy & Innovation, People Value Leverage

25 years of experience, rounding up solid Expertise in:

-people development -succession planning - effective learning systems

Markets: IT, Telecom, FMCG, Pharma, Durable Goods, Household & Furniture, Industrial Equipment, Services.

Work Experience Summary

Company

2006/07 - present

General Manager/CEO

theCONSULTANTS

Bucharest, Romania

2018/10 - present

Managing Partner

N.E.W.S. Navigation - RO

Bucharest, Romania

2004/07 - 2006/07

Retail Newtwork Director

Flanco International

Bucharest, Romania

2002/06 - 2004/07

Retail & Development Director

Neoset International – RO

Bucharest, Romania

1998/02 - 2002/06

Sales Director

Kraft Foods - Romania

1996/02 - 1998/01

Category Development Manager

1993/09- 1996/01

Regional Sales Manager

Plurifarm/Mediplus

(A&D Pharma), Cluj-Napoca,
Romania

Selected Achievements

#PEOPLE SELECTION & DEVELOPMENT – People from my teams, selected, recruited & developed by me from entry level, now top CEOs in Forbes or have continental functions in global companies.

#SHOPPERS – own company, market leader with over 50% in the niche, five years in a row, sold to the EU industry leader

#NOVA BRASILIA – Special Award for the integration of the Nova Brasilia business into Kraft Foods Romania

Career Details

2006/07 - present

General manager/CEO

theCONSULTANTS

Responsibilities

- Define the group's strategy together with Partner-trainers & coaches
- Define, select & create the Learning & Development tools from the company services portfolio, together with Partners and key collaborators
- Innovate in Learning & Development, in order to increase the growth rate of company's market share and business sustainability
- Execute the Sales & Marketing strategy, together with Partners, to achieve business objectives
- Deliver in person in client Programs that needs own expertise

Achievements

- ✓ Turned around the new company positioning after the divesture of SHOPPERS from the group of companies
- ✓ Successfully re-structured team and put together a strong line of L& D professionals, trainers, coaches, consultants
- ✓ Successfully signed in 2018 two Franchise contracts for Romania with two major L&D Brands, one strong globally, the other one at EU level

2004/07 – 2006/07

Retail network Director

Flanco International

Responsibilities

- Manage 120 stores & 120 mio Euro Retail Network, to achieve KPI (*lead a team of 1,000 people*)
- Develop the Retail Network in terms of: product portfolio, organization structure, processes, performance drivers, people development, in order to prepare the company for EXIT in 2006

Achievements

- ✓ Achieved yearly ambitious target KPI
- ✓ Had an important contribution to a very successful EXIT; the most successful exit of Oresa Ventures to that period

2002/06 – 2004/07

Retail & Development Director

Neoset International - RO

Responsibilities

- Manage 20 mio Euro Retail Network, to achieve KPI (*lead a team of 150 people*)
- Define the Sales Strategy together with the company President and the VP for Balkans
- Develop the Retail Network in terms of: product portfolio, organization structure, processes, performance drivers, people development

Achievements

- ✓ Annual revenue growth 5-10% above market growth
- ✓ Developed the Franchise Retail Network from 5 to 27 stores

1998/02 - 2002/06

Sales Director

Kraft Foods Romania

Responsibilities

- Manage 30 mio \$ Sales Revenue, to achieve KPI (*lead a team of 60 people*)
- Define & Implement the Sales Strategy
- Set-up the Trade-Marketing & Merchandising functions
- Develop the Sales Team to build world-class skills & competences

Achievements

- ✓ Maintained & increased market share to levels above 40% in most categories, every year
- ✓ Increased profit margin by changing promotions strategy and renegotiating conditions with key clients 3%
- ✓ Set up successfully the Trade-Marketing & Merchandising new functions, aligning 2 teams of high-potentials
- ✓ Achieved fast and successful people & business integration of the acquired Nova Brasilia business into Kraft Foods Romania (received GM award)

1996/02 - 1998/01

Category Development Manager

Responsibilities

- Launch key international brands of Kraft Foods into the Romanian market (Jacobs coffee, Milka chocolate, Philadelphia cheese, Tang juice)

Achievements

- ✓ The launch of Tang juice in Romania became a model of best-practice in the CEE region
- ✓ Jacobs coffee built 18% market share in the 1st year from launch
- ✓ Milka chocolate built 11% market share in the first year from launch