



**BOGDAN DANIEL SPUZA**

**PROFESSIONAL EXPERIENCE**

- Jan 2018 - present      **Head of Products, Central Europe, BNP Paribas Personal Finance**
- Sep 2015 – Dec 2017      **Marketing & Product Management Director, Member of Managing Board, Cetelem Romania, BNP Paribas Personal Finance**
- Apr 2013 – May 2015      **Marketing & Product Development Executive Director, BRD Societe Generale**
- Oct 2007 – Apr 2013      **Marketing & Segments Director, Retail Division, UniCredit Tiriac Bank**  
Member of Visa Romania Executive Committee  
Member of MasterCard Romania Advisory Board
- Jun 2007 – Sep 2007      **Marketing Director, UniCredit Tiriac Bank**
- Mar 2005 – Jun 2007      **PR & External Relations Director, UniCredit Romania**
- Jan 2005 – Feb 2005      **Advertising and Promotion Manager, Raiffeisen Bank**
- Oct 2002 – Dec 2004      **Research Manager, Raiffeisen Bank**
- Jan 2001 – Sep 2002      **Product Manager, Euromedia**  
Member of BRAT Administration Council
- Dec 1999 – Dec 2000      **Junior Brand Manager, Reckitt Benckiser**
- Nov 1998 – Nov 1999      **Assistant Brand Manager, Kraft Foods Romania**
- Aug 1998 – Oct 1998      **Deputy Managing Director, Multicolor**, packaging company owned by Romanian American Enterprise Fund (RoAEF)
- Feb 1996 – Jul 1998      **Sales Manager (till Jun 1997), Executive Manager, Multiprint**, subsidiary of Nord Est Media Net and RoAEF
- Feb 1994 – Feb 1996      **Fund Raiser (till Feb 1995), Marketing Coordinator, AIESEC Iasi**

## **EDUCATION**

1997 – 1998 Marketing and Management Post-graduation School, SCOP 2M, Iasi  
1992 – 1997 Tourism Faculty, Business and Economics University, Iasi

## **TRAINING**

2017 **Marketing for Executives**, HEC Paris

2013 **Coaching training**, Oxford Group

2011 - 2012 **Mentoring programs**, Executives of UniCredit Group

2009 - 2010 **Inspiring and Mobilizing People**, UniManagement  
**Translating Strategies into Results**, UniManagement

2007 - 2008 **UniCredit Tiriac Management Academy**

2006 - 2007 **UniQuest First Generation**, UniCredit Group

2003 - 2004 **Raiffeisen Management Academy**, Raiffeisen Bank

2002 - 2006 **GfK CEE Financial Conferences**, Vienna

2003 - 2008 Participation at international conferences on banking:  
**Internal Communication in Financial Services**, Prague, Jacob Fleming  
**Financial Brands Management**, Rome, Jacob Fleming  
**Loyalty Programs**, Prague, EFMA  
**Customer Data Management**, Madrid, EFMA  
**Retail Banking in CEE**, Prague, Marcus Evans

Nov 2001 **Outdoor Measurement Systems**, Zurich, FEPE

Oct 2000 **Strategic Brand Management**, Ljubljana, Reckitt Benckiser

Jun 1999 **STEPS – Strategic Thinking**, Balvanyos, Kraft Foods

Jan 1999 **Finance for Marketing**, Brasov, Kraft Foods

Mar 1997 **Marketing Skills**, Bucharest, RoAEF

Jul 1996 **Total Quality Management & Crisis Management**, Mangalia, Black Sea University

1994 - 1996 **Communication and Negotiation Skills, Presentation Skills, Team Building, Time Management, Project Management**, AIESEC

## **LANGUAGES**

English – fluent  
French – good understanding

## **COMPUTERS**

MS Office – Word, Excel, Access, PowerPoint  
Databases Software

## **OTHERS**

Driving license B, since Dec 1993