

EXECUTIVE SUMMARY:

- Senior HR Practitioner with more than 20 years of practice in the HR management field (generalist background).
- Solid working experience in successfully managing regional & local HR budgets, strategic planning, wide organizational design & BPR processes, Business transfer processes, mergers & acquisitions, market entry & exit processes, compensation & benefits, industrial relations & union negotiations, OD, talent management, recruitment & selection.
- Experienced in implementing new HR projects, policies & processes across wider organizations (up to 22 countries).
- Strong record of meeting goals on time and within the budget, achieving stretch objectives and developing creative methods to complete difficult projects in a cost-effective manner. Deep understanding of the Financial P&L structure, business KPIs, IT systems& tools used in the HR field, managing the HR function in a cost effective, pragmatic and realistic way.
- Practiced HR at Fortune Global 500 companies and across various industries including Food industry, Banking, Beverage, Construction Materials. Paper manufacturing, Security, Car retail, Printing, Weaving industry and Raw Materials distribution. HAY certified facilitator for Climate Improvement & DDI certified facilitator for the DDI Training curricula.
- Data Privacy Officer & C&B SME for EMEA region 2010-2017.

CARSER CONSCIENCE: To work in a challenging environment that provides opportunities for applying my abilities, working experience and professional knowledge gained up to now. To prove I can excel in my role through hard work, learning new skills, flexibility and perseverance.

PERSONAL INFORMATION

Date of birth Marital Status 7th of March, 1971

Married, one child (13 years old)

EDUCATION

2004-2007

UNIVERSITY OF WALES

Professional Master in Business Administration

2002

CAMBRIDGE UNIVERSITY

1990 - 1995

Cambridge Advance Certificate in English ACADEMY OF ECONOMIC STUDIES - BUCHAREST

Bachelor of Marketing Diploma, long term studies (5y)

1985 - 1989

"LIMU REBREAMU" HIGHSCHOOL - BISTRITA (Mathematics-physics)

WORK EXPER L Oct. 2018 - present

Activity of the Company:

COUNTRY HR DIRECTOR, GROUP LACTALIS ROMANIA

Direct subordinated to the LACTALIS Romania GM & LACTALIS LFE Division Head of HR The global leader within the dairy industry. Lactalis Group is the number one cheese manufacturer in the world, and the European leader within the milk consumption, butter and cream markets. It is also a major player in the chilled dairy and dairy ingredients categories, as well as the foodservice industry, and a growing player within clinical and infant nutrition markets. Global turnover of EUR 21.1 billion

in 2020, 85,000 HC in 85 countries worldwide & 250 production sites.

Companies coordinated : Responsibilities

4 (Albalact Group, La Doma Group, Covalact Group, Parmalat Romania) with approx. 2.600 HC Coordinate the entire HR Function of Lactalis Group in Romania

Organizational Design for the integration of the entire LACATLIS business in Romania :4 groups of companies, 10 legal entities, 8 factories, 4 commercial teams, overall +2550 Hc

- Define & implement the organizational design project to integrate the entire Lactalis business in Romania based on a new functional structure, maintaining the existing business units structure.
- 28 Organizational design projects done from 2019 to 2020 in 7 companies (600 HC transferred)
- Milk Collection function consolidation across Romania (300 hc moved from 5 companies to a newly created one)/ 3 stage Business transfer process completed Q1 2019.
- Supply Chain & Logistics function consolidation across Romania (400 hc from 3 companies to a new one)/ multiple stage process (9 projects including a BT) started in 2018 and finalized Q1 2021.
- 3 factories closed 2018-2020; Conso HRIS systems 3y project
- Implement a new HR reporting consolidated at a country level by BU and functional structure.
- Country HR Budget preparation with Gap Analysis and Salary Policy by Function, BU & Consolidation Romania (35 M Euro).
- Staff Turnover reduction from 35% in 2017 to 18% in 2020 (voluntary turnover from 25.5% to 10.5%) by the implementation of a Long-Term HR plan to increase the engagement and staff retention. Collective negotiations on 8 companies of Lactalis Group Romania (Both with ERs & Unions)

May 2017 - Oct. 2018

HR DIRECTOR ALBALACT ROMANIA, Group Lactalis

Activity of the Company: Companies coordinated: Responsibilities

Direct subordinated to the LACTALIS Romania GM & LACTALIS LFE Division Head of HR largest Romanian diary company, listed to Bucharest Stock Exchange, taken over by LACTALIS/09.16 3 (Albalact, Albalact Distribution, Raraul); 2 factories, a commercial team, 38 working points, 1400 HC Coordinate the entire HR Function of ALBALACT ensuring the integration in LACTALIS Group.

Feb. 2006- May 2017 : various roles in AVERY DENNISON, up to Sr. REGIONAL HR MANAGER for EEMEA

Activity of the Company:

AVERY DENNISON CORPORATION is a US public corporation NY Stock Exchange listed, global leader in pressure-sensitive labeling materials, retail tag, ticketing & branding systems and office products. Based in Pasadena, California, A.D. is a FORTUNE 500 Company, with 2015 net sales of \$6.5 billion, having more than 26,000 employees in over 170 sites worldwide located. www.rbis.averydennison.com; www.averydennison.com

1. May 2016 - May 2017

Sr. Regional HR MANAGER for Eastern Europe, Middle East and Africa HR Business Partner for EMEA & South Asia Operations (22 countries) Direct reporting the EMEA, Americas & Asia VP HR Avery Dennison HR BP for the Regional GM and for the Operations VP EMEA & South Asia

Countries under direct coordination: ROU, BG, Poland, Turkey, Egypt, Morocco, UAE, Pakistan, South Africa & Mauritius

Responsibilities

- Coordinate the entire HR Function in Eastern Europe, Middle East, Pakistan & Africa, involving:
 Organizational Design, Industrial Relations/Legal affairs, Recruitment & Selection, Performance & Talent Management, Training & Development, Compensation & Benefit / Salary structure & Benchmarking, Rewarding & Recognition, Employee Satisfaction and Internal Communication, Administrative Affairs / Contract management, Payroll calculation & payment, EHS, Social Compliance, HR budget, Policies and Procedures, WW BPR projects etc
- HR BP/ Project Management for EMEASA Ops Structure (22 countries in EU, Africa and S. Asia)
 - Project Leader for Bulgarian BU closure & legal entity liquidation in BG (9/15-05/16)
 - Project Leader for Egyptian BU closure & legal entity liquidation in Egypt (9/16-02/17)
 - Project Leader for staff optimization with 25% staff reduction in Turkey (8/16-03/17)

2. Aug. 2010-May 2016

HR MANAGER Eastern Europe (Ro, BG & Pol) & EMEA HR OPERATIONS Stream Leader Direct reporting the EMEA & Asia HR VP and with a dotted line to the Regional GM Bucharest Head Office + 6 Production Facilities in Ploiesti, Timisoara, Sofia and Warsaw.

Number of locations supported:
Achievements :

- Coordinate the entire HR Function in Eastern Europe involving: Recruitment & Selection of personnel, onboarding, performance management, comp.& benefits, talent management, training, career development, OD & succession planning, staff administration, payroll calculation, EHS, Social Compliance, HR budget, etc
- Coordinate different HR projects within EMEA region (working closed with the Comp & Ben and HRIS US Corporate departments for the implementation of Success Factors-eCOMP module within EMEA region; member of the Global Project Team for PeopleSoft upgrading project to 9.1 version-working directly with US Oracle team as a Platinum Partner; Job Leveling process within RBIS Division worldwide-project's scope: 20,000 HC; Global Implementation of the MOE project and SG&A staff segmentation at a global level, etc).
- Appointed as EMEA HR Stream Leader within the EMEA Strategy Deployment Team, starting with 2011, In this role I am coordinating the implementation of the HR strategy (including HR targets allocation) and major HR Projects in 20 countries across EMEA region
 - EMEA C&B Subject Matter Expert, responsible since 2010 for the Annual Compensation Process Administration in 13 countries across EMEA region.
- Project Manager for the relocation of a UK factory in Romania (2006), recruitment & employees' training in Turkey, UK & Germany;
- Conducting various restructuring projects across the Eastern Europe (2011-2016; Poland production closure; participate in the Global IT BPR project in 2013 (covering the legal risk assessment for company undertaking in EMEA region); Eching and Sproechoevel factories closure & relocation from Germany to Romania in 2014 & 2015)
- Appointed as a Data Privacy Officer for Romania and Bulgaria since 2009.
- . DDI certified trainer & AD internal trainer for EMEA leadership & coaching programs
- HAY certified facilitator for Organizational Climate and Leadership Styles curricula witl a target audience of Directors & Managers.
- · Certified assessor in AD Assessment Centers for International Mngm. Trainee Programs
- Certified internal auditor for Social Compliance and counterpart in external audits rolled out at the request of Avery Dennison global customers.

3. Febr. 2008- Aug 2010

Country HR MANAGER- AVERY DENNISON Romania

Number of locations Achievements Direct reporting the EMEA & Americas HR VP and with a dotted line to the Regional GM
Head Office located in Bucharest, 4 prod. facilities in Bucharest, Ploiesti and Timisoara;
Implementation of new HR Policies & Procedures: Internal Staff Handbook, Code of Conduct;
Disciplinary Procedure, Collective Agreement, Performance Management System, Annual
Compensation Process, Comp. & Ben. Policies; Travel Policy; Recruitment Procedure;
Onboarding procedure & Induction Training; Various compliance trainings based on Company's
Values & Ethics Standards, etc

- Annual Preparation of the HR Budget and its negotiation with EMEA and Corporate LT
- HRIS systems implementation and administration: People Soft: GPS-performance management web-based system; Virtual Edge- ADP web based recruitment; Thank You reward & recognition web-based tool; Success Factors with e-LDR talent management module (leadership assessment, career development & succession planning); e-COMP module for annual compensation process global management; e-LMS -e-learning module; etc)
- Relocation of a UK factory in Romania: recruitment & organizing employees' training in Romania with foreign specialists, Turkey, UK & Germany (2006).

- Bucharest Printing Production Relocation Project to Ploiesti (2007): Collective firing of all staff in Bucharest and parallel recruitment and training of the new staff in Ploiest;
- Responsible for the Weaving factory relocation from Romania to China (2010- 2011)
- · Coordinating the Performance Management System's implementation.
- Collective Employment Agreement negotiation and implementation;
- Job Analysis & Leveling process; implementation of new Job Descriptions and pay ranges;
- · Benchmarking company's pay levels by participating in PWC, Tower Watson, Hay, Mercer and Hewitt salary surveys:
- Intensive recruitment for various positions for all company's functions;
- Recruitment for IT Global/ EMEA positions located in Romania (Automations Developers, Oracle Developers, ERP Project Managers, .NET & ASP programmers, etc)
- Responsible for SOX (Sarbanes Oxley Act) implementation within HR -related activities
- Responsible for ISO 9001 implementation within HR –related activities
- Responsible for ELS implementation within HR -related activities & training organizations
- Coordinating the employees' administration, payroll preparation and salary payment
- Coordinating the company's training activity, developing various internal training programs
- Coordinating the EHS activities; Social Compliance Responsible (Site leader)
- · Coordinating the expats-related HR Activities (admin, tax & immigration services, etc) trough internal HR staff or external providers (PWC, Deloitte, Fragomen, MI, etc)
- Coordinating the annual employee satisfaction surveys (internally developed or provided by external providers) and follow up the execution of the action plans.
- Implementation of Leadership Development Programs developed by Gallup or DDI for AD

M. Sept. 2014- Febr. 2016

Activity of the Company

Number of companies

HR DIRECTOR

ALEXANDRION GROUP ROMANIA

Direct subordinated to the Group Executive Vice President

: Production, Sales, Services

acting in Alcohol Industry, Construction, Paper manufacturing, Security and Car dealer : 5 (Alexandrion, Cahiro, Robstone, RoChin, Impact)

Achievements

- : Performing internal audits regarding the Company's HR function and organization structure
- Establishing the company's HR Strategy for a medium term
- Organizational Design-reshaping the organization's structure (divisions & departments)
- Participation to the implementation of ISO 9001 and HACCP quality management systems.
- Job Analysis project followed by the implementation of JDs for all company's staff
- Design & implementation of the Recruitment & Selection Procedure of the Group
- Implementation of the Group Training Procedure; training program preparation 2005/2006.
- Design & implementation of the Performance Evaluation Procedure of the Group
- Design & implementation of the Code of Conduct and the Disciplinary
- Design & implementation of the Expense Procedure of the Group & follow up HR costs
- Implementation of a new software (Navision) for salary calculation & HR administration
- Participation in salary surveys to benchmark company's comp & benefits levels
- Negotiation with the external providers and implementation of a new Labor Medicine Program & Labor Protection Program implementation
- Collective Agreement negotiation with ERs, closing & successful implementation.
- Intensive in-house recruitment for filling-in all company's vacancies

N. Jan. 2003 - Sept. 2004 :

HEAD OF HUMAN RESOURCES

FINANSBANK (Romania) S.A. [current CREDIT EUROPE BANK]

Activity of the Company:

Direct subordinated to the Bank Operations Vice-President

Banking . Part of the Dutch financial Group Credit Europe NV, present on the Romanian financial market since 1993 as Finansbank, and from 2007 operating as Credit Europe Bank. Credit Europe Bank N.V. is headquartered in the Netherlands and operates 150 branches, 756 ATMs, about 21,000 sales points and more than 24,000 point of sale terminals. The bank has 4500 employees in 11 countries. More than 4 million customers around the world entrust their financial affairs to Credit Europe Bank.In Romania we provide a broad range of products and services for approximately 500,000 individuals, SME's and companies, across a network of 57 branches, agencies and work points, as well as through afternative distribution channels: ATM's, POS's, Internet and Phone Banking.

Company's structure

Achievements

: 19 branches + Head Office across Romania

- · Preparation & Implementation of all HR Procedures and Policies, including Internal Staff Handbook, Code of Conduct, Disciplinary Procedure, Promotion Policy, Performance Appraisal System, Grievance Procedure, etc.
- HR budget preparation and execution
- Benchmarking Bank's pay levels and develop a competitive Comp & Ben. strategy
- Elaborate the Benefit Program including a new system of Credit Norms for Bank's staff, medical insurances, a new bonus system and a long-term carrier development program.
- Implementation of a new Pay System based on a new internal job grading system
- Designing & implementing a Career Development Policy and participating in the leadership assessment meetings together with the Bank's LT (President, VPs)
- Implementation of a comprehensive Training Program to train Bank's staff at all levels.
- Elaborate Bank's Internal Regulation for the Organization and Operations (ROF) as required by the National Bank of Romania.
- Collective Employment Contract preparation, negotiation & implementation.

- Implementation of new Job Description forms for all position of the Bank.
- Recruiting and Selection of personnel according with the Bank's standards and needs.
- Issuing of FINANSVIEW Bank's HR monthly magazine.
- Rolling over Internal Employee Satisfaction Surveys followed by the implementation of action plans to increase employees' motivation
- Implementation of a Management Trainee Program (Mass-media advertising; training program design; training content preparation with the internal/external trainers; running assessment centers; coordinate candidates' selection and the full program implementation).

. PIZZA HUT

V. July 1995 - Sept. 2001

: HUMAN RESOURCES DIRECTOR

S.C. AMERICAN RESTAURANT SYSTEM S.A. and S.C. U.S. FOOD NETWORK S.A.

Direct reporting to the Country Manager

Activity of the Company

: Operating franchise for two brands:

· KENTUCKY FRIED CHICKEN (KFC)

Company's structure

: 11 business units, located in Bucharest, Constanta, Cluj-Napoca, lasi, Craiova and Bacau

Role & Responsibilities:

- 1. Participating in strategic business plan development & budget preparation
- 2. Coordinating the Unit Managers team to execute with excellence the agreed Business plan
- 3. Directing and administrating the Human Resources Function of company:
 - · Elaborating the company's selection strategy
 - · Coordinating the personnel's recruitment process
 - · Coordinating the training process; set the training schemes and annual training programs
 - Performance Management : quarterly and annual review of personnel's performances
 - Process Improvement: evaluating results and proposing action plans for improvement
 - Personnel's administration & Managing the employee's tumover; KPI calculation
- Elaborating the Compensation & Benefits Program
- 4. Managing the payroll calculation for both entities Pizza Hut & K.F.C.
- 5. Reporting activity on cost, turnover, staff efficiency, financial reports for HQ & Local Authorities

Personal accomplishments:

- 1. Supporting all business processes & contributing to the preparation of the annual operating plans for the Country organization.
- 2. Developing and advising on appropriate organization design and effectiveness to meet long term business goals.
- 3. Preparation of all local HR policies, post-implementation assessments, setting up internal controls for Pizza Hut & KFC entities.
- 4. Implementing and managing the compensation & benefits program in line with both corporate and local strategic goals.
- Providing strategic direction for all the organization and employee related matters, ensuring that all legal local requirements /corporate auditing regulations are met. Standardize the reports that should be made in units and provide to HR Depart.
- 6. Preparation of the Collective Employment Contract for both entities and running the negotiation with employees.
- Design and preparation of all Job Descriptions both for Pizza Hut & KFC employees.
- 8. Implement a new Recruitment Program including media advertising plan to build the company's employer branding;
- 9. Managing the hiring & personnel terminations+ payroll calculation (from1994 to 1999 these were handled by myself alone)
- 11. Developing effective working relationships with managerial teams of the company's business units.
- 12. Implement the CHAMPS Program to meet the customer satisfaction KPIs at organization level (internal plan + mystery shopper)

Own successfully initiatives with direct result in operations:

- Design and implementation (helped by a software specialist) of an HRIS System for the HR administration & payroll, including: a
 payroll module; a comprehensive employee database; various HR reporting tools.
- Creating and implementing the Company's Benefits Policy both for managerial/ supervisory levels and shop floor employees.
- Implementation of a career development program linked with a payment strategy consisting of continuous tests of professional knowledge correlated with salary incentives granted based on the results obtained;

Special achievements

In 2000 Pizza Hut Romania was elected as the best franchise in the world and also won the European Mystery Shopper
Contest; all the departments had a great contribution to these achievements, my contribution being supported by maintaining
labor costs in the established limits and implementing a training program for maintaining a high customer satisfaction.

VII. Nov. 1994- July 1995 :

ASSISTANT OF FINANCIAL MANAGER

S.C. AMERICAN RESTAURANT SYSTEM S.A.
Work Performed

: - hiring the personnel (the employees were selected by the Unit Manager)

- calculate the salary for the all company's employees & filling-in the labor papers

VIII. Sept 1993 -- Hov 1994

: MARKETING OPERATOR; P.C. OPERATOR P.B.S.S COMPANY, - GRAFITH GROUP

Activity of the Company Work Performed

: Marketing Research

: Marketing Research

: Marketing Operator for surveys and analyzing the market data during the faculty

IX. Oct 1992 - Sept 1993 :

ROMANIAN TEAM RESEARCH

Activity of the Company Work Performed

Marketing operator during the faculty

ADDITIONAL TRAINIGS

04.2016: Unconscious Bias-Mind Gym, Dubai, UAE 10.2015: TTT session Conversations and Coaching for High Performance & Development- AD - Leiden, Netherlands

10.2015: TTT session Make-Up, Mindset and Motivators - Avery Dennison - Leiden, Netherlands

09.2015: Organizational Design: Boston Consulting Group - US, webex training

07.2015 Project Management - PMP Exam preparation - Codecs, Bucharest, Romania

11.2014: Leading by Influencing - Your Impact on others- Mind Gym- Oegstgeest, Netherlands

03.2014 Data-Driven Storytelling- AD & Marshal- Los Angeles , USA

12.2013: Communication & Influencing - Tack International, Bucharest, Romania

10.2013: Building Organizational Capability _Avery Dennison- Barcelona, Spain

09.2013: Finance for non-Finance - Avery Dennison- Barcelona, Spain

04.2013: TTT session Behavioral Based Interview- Avery Dennison - Leiden, Netherlands

03.2012: TTT session Change Management & Leading Transition - Discovery Learning -Hasselt, Belgium

02.2012: Strategic Selling-Miller Heiman -Bucharest, Romania

12.2011 Conceptual Selling- Miller Heiman-Bucharest, Romania

10.2011: HAY Accreditation as Facilitator for Climate Improvement - HAY/ Alphen- Netherlands

03.2011: Train the Trainer program - PeopleSoft 9.1 - Optimum Solutions/ Leiden- Netherlands

03.2011 : Data Protection Training program - AD Legal Department & dr. Jeroen Terstegge- Priva Sense/ Leiden- Netherlands

03.2011 PeopleSoft upgrade Design Principles -AD & Optimum Solutions / Pasadena - USA

03.2011 Project Management - Hackett Group US, Pasadena - USA

09. 2010 : TTT Session e-Comp System implementation (merit increase platform) (Success Factors)- Netherlands

06. 2010: TTT session Talent Management System & Succession Planning (Success Factors)- Netherlands

05. 2010: Train the Trainer session for the implementation of Thank You e-System/ Istanbul-Turkey

04. 2010: Train the Trainer session for the Certification as a DDI Trainer / 64 leadership programs- DDI, Zurich-Switzerland

02.2010 : Training for the implementation of Virtual Edge (ADP platform)- recruitment internet-based tool/ Sprockhovel Germany

06.2009: "The Carrot Principle" -motivation, recognition & empowerment techniques - S. Christopher & Chris Kendrick, OC Tanner

09.2009 : Training for the implementation of Select for Success - competency & behavior based recruitment system/ Eching - Germany

12,2008 ELS Overview Foundations and Transformations- Avery Dennison, Ploiesti, Romania

10. 2008 : "Leading Organizational Change"- John P. Kotter seminar/ Bucharest

"Global Leadership Development Program"- Gallup Leadership Training/ Netherlands

01. 2008 : Train the Trainer training for the implementation of GPS -Performance Management System/ Leiden-Netherlands

2004-2006 : MBA Program with UNIVERSITY OF WALES (Strategic Management, Change Management; International Management, MIS; Statistics; Managing Finance; Strategic Marketing; Strategic Brand Management and Marketing Communications; Strategic HR Management; Management and Organizational Analysis;)

05. 2003 : Management Skills Program - Nexus Consulting

04, 2001 : Training for the implementation of a new Recognition Program - Tricon Global Restaurants/ Bucharest

02, 2001 : V.I.P. trip to Iceland (reward program for Romanian BUs achievements within 2000) / Reykjavik

04. 2000 : How we Work Together - teambuilding workshop / Tricon Global Restaurants/ Bucharest

09. 1999 : Team Member Readiness Inventory - Train the Trainer Program for the implementation of a new Recruitment Program / Tricon

09. 1998 : Team member score card -Performance's Appraisal Program/ Papsico

05 1996 : Budgeting Process / Pepsico

04-09.1995 :Basic Management Training Program (BMT) Delivered by PEPSICO USA: Strategic management, recruiting & selection ; interviewing, training & facilitating techniques; types of contracts & contract termination; job descriptions, internal policies & procedures; disciplinary procedures; operating standards; staff appraisal; manage the staff attrition; labor's cost indicators; Budgeting & reporting;

PROFESSIONAL SKILLS:

DDI Certified trainer for over 60 training programs (leadership, management & coaching)

Certified facilitator & coach for HAY GROUP -Organizational Climate Improvement Program

Certified assessor in AD Assessment Centers for International Management Trainee Programs

International Trainer in AD Leadership Fundamentals Training Series for Manager and Director level within EMEA

Compensation &Benefits SME for EMEA region

Peoplesoft SME for EMEA region 0

E-comp SME for EMEA region

Data Privacy Officer for RO & BG

Social Compliance Certified auditor for EMEA & SA

: Advance use of Microsoft Office (Word, Excel, Power Point), MS -Outlook , Lotus Notes, HRIS (People Soft, GPS, e-LDR, e-COMP, ADP-Virtual Edge, Success Factors, Thank You! System, ADP payroll interface), GOOGLE e-mail & cloud applications; Linked-In Recruiter licensed, Internet research, etc.

: class B, international, since November 1995

Foreign languages: English - proficiency; French- beginner; Romanian- native speaker

Member of Romanian HR Club since 2008, Certified as Human Resources inspector in Romania

STRONG POINTS: ⇒Ability to work in a multinational & multicultural environment, with a wide range of staff levels

⇒Able to work under matrix setup, stressful conditions, with tight deadlines & multiple tasks

⇒ Excellent analytical skills; Strategic thinking, pragmatic and oriented to results

⇒ Very good Labor Legislation knowledge and a great experience in its applicability

⇒ Strong Leadership & coaching abilities with good presentation & communication skills.

⇒Assertive, self-confident and facts based quick decision maker

⇒Able to lead and implement efficiently change management processes; dynamic & optimistic/ can do attitude

HOBBIES: Scuba Diving-professional license, Ski, Cycling, Music, Specialized Literature (HR; Leadership, self-development).