



EUGEN BRADEAN, MBA

Date of Birth: 1st February 1980

Nationality: Romanian

Marital status: Married, 1 child

Permanent Address:

Str. Sergeant Dumitru Tablan nr.11,
sector 5, Bucharest, Romania

Languages:

Romanian- Mother tongue

English (written, speak, read) – Fluent

French (read, written, speak) – Satisfactory

Long Term Objective

To work in a senior management position for a public or private entity involved in creating new projects and business opportunities and trouble shooting on existing projects locally and/or worldwide. I am highly efficient in both one-man and team-oriented projects being a communicative and analytical person.

Self Characterization

- Senior-level professional with experience and proven record of productivity, quality and integrity;
- Senior-level professional with experience in business-development proving a sound track record;
- Senior-level professional with in-depth competence in consultancy, business advising, structuring, risk management;
- Motivated achiever with demonstrable ability to recommend enhancements to business processes;
- Strong interpersonal and communication skills, who can deliver effective presentations, financial consultancy on projects, maintain and develop business relationships;
- Self directed and effective in taking initiative and developing new business processes and opportunities that generate an advanced value added to the respective entity;
- Problem solver with keen initiatives and ability to solve vary issues from risk to commercial side, analyze/define business processes for improvement, define, design, develop and implement business solutions, as well as find solutions where others have failed;
- Skilled in maintaining flexibility, resourcefulness and entrepreneurial spirit during significant growth size, capability and profitability of the organizations I worked for;
- Dedicated senior manager, able to motivate teams to perform at their best in providing excellent business service and developing ongoing synergies within organization
- Highly skilled in the Energy, Gas and Oil Sector;
- Coordinated various credit contracts/co-financing programs with European Bank for Reconstruction & Development and European Investment Bank
- Skilled and experienced in business strategy, business development controlling the specific risks of the business
- Very good negotiator and coordinator of vary projects regarding the M & A transactions held in Romania but also in Balkans

Employment History:

June 2009- Present: Deputy Director, General Strategy and Corporate Affairs at Electrica SA

Main responsibilities:

- Managing privatization & post-privatization activities, vary litigations
- Drafting the mandates for Electrica' representatives in General Meeting of Shareholders in CEZ a.s., EON AG, Enel Spa as well as in Electrica branches
- Representing Electrica based on Minister mandates in Privatization Committee for Electrica Muntenia South in order to be realized the price adjustment according to the SPA signed by the two parties
- Coordinates the exit strategy for Electrica from some entities where it has the quality of minority shareholder in order to maximize Electrica's profit
- Direct responsible for business development strategy in Electrica
- Managing corporate strategy of Electrica
- Direct management of HR inside of the division
- Coordinating vary programs of EU funds in relation with Electrica's business activity
- Coordinating vary negotiations with Public and Private entities in relation with Electrica's business activity
- Coordinating Electrica's business plan for enhancing added value for medium-long term
- Analyzing vary opportunities for promoting studies and enhancing solutions for modernizing and developing RED and its components: smart grid, smart metering-monitoring of steps implementation
- Coordinating the international cooperation activity of Electrica in relation with Eurelectric;

Oct 2008- June 2009: General Manager, Coffee Management, excl. franchisee for Costa Coffee UK for Romania, Costa Coffee owned by Whitbread is listed at London Stock Exchange

Main responsibilities:

- Expanding the coffee-outlet network with additional new locations
- Developing the business
- Coordinating Food & Beverage Manager, Operations Director, Financial Director and HR and Benefits Manager
- Optimization the business including renegotiating most of the commercial contracts
- Renegotiating the loan agreements with banks
- Implementing a new business strategy customer oriented

Dec 2005 – Oct 2008: AREA DIRECTOR, BANCPOST and EFG GROUP, EFG Eurobank Ergasias ranks on second position in Greece

**Position: Area Director, Wholesale Banking Sector (Corporate Division)
Reporting directly to the Executive Vice-President of the Bank**

Main responsibilities:

Business Strategy and Business Development

- Project initiating, appraisal and actively participating at vary negations finalized regarding Municipalities/ Local Public Authorities, financing of state-owned companies and local public authorities as well as important multinational companies operating in Romania (private sector); Very skilled in real estate, telecom, oil and gas, energy and retail industries;
- Concluding the first ever deal between Bancpost and European Investment Bank for financing SME's and Municipalities; Follow-up of EBRD/EIB global facility concluded with Bancpost;
- In charge with business strategy and development of the bank by establishing new "outlets" of the bank: SME but also for Corporate clientele of the bank;

- In charge with recruitment of people for filling in the vacant position of business centres both on the sales side (BC Managers, SRM and Relationship Managers) but also of the back office positions;
- Responsible for creating “real” market awareness of Bancpost presence on the Corporate segment;
- Developing the commercial strategy for Bancpost on Medium Corporate Sector;
- Involved in optimization of processes, especially regarding the costs of the bank;
- Establishing the “Master Business Plan” of the bank in respect with its commercial and marketing strategy for business development positioning in the Romanian Banking Environment;
- Launching new products and services on behalf of the top management of the bank ensuring a better profitability with minimum associated risks
- Cooperating with Marketing Division for proper advertising of the products but also being in charge with the promotional campaigns of the bank on Corporate Sector;
- Running the N-W Business Centres and analyzing the data for finding new locations for BC’s opening in order to strengthen the bank position in Romania
- Training the sellers in order to have the best approach in the market and following up the commercial strategy of the bank in what concerns the corporate sector
- Being responsible for bank P & L in respect with Corporate Sector having as targets initially the increase of market share and later on the improving of cross-selling ratio with significant impact on bank’s profitability
- In charge for positioning the bank on the Corporate Sector maintaining the SME quota of the bank during the last three years
- Participates together with the top management of the bank at meetings with high importance and strategic for the bank;
- Make presentations to the potential investors in Romania (key presentations made to potential buyers: retail, Pharma companies, fast food chains, newspaper companies, insurance companies, energy, food and beverage, packaging);
- Acting as an interface between various division of the Head Office and Business Centers Network
- Prepare independent opinions and recommendations for the Risk Management Committee, Assets-Liabilities-Committee and other Bank’s committees;

March 2005 – Dec 2005: RAIFFEISEN BANK (Headquarter Romania) – Group Raiffeisen Zentral Bank

Position: Senior Risk Analyst and Business Consultant, Major Corporate Clients

Main responsibilities:

- Analyzing financial data from corporate clients in order to draw conclusions and make an appropriate proposal;
- Analyzing and evaluating various investment projects in order to establish the best approach in implementing them; Very skilled in municipalities projects, telecom, energy, gas and oil industries.
- Training several people in order to help them to better control the Bank’s branches regarding the business and financial risk of their clients
- Supervising a region comprised of 6-7 Romanian Counties in order to help them to thrive in changing markets and permanently looking to have an in-depth financial analysis for them;
- Financial reporting for a variety of banking transactions (National Oil Company, Rompetrol, Philip Morris, United Romanian Breweries (Tuborg), Transelectrica);
- Involved in complex banking transactions regarding local public institutions, especially Municipalities;
- Prospects of clients and participating at a variety of clients meetings;
- Training/coaching junior financial analyst

March 2004 – March 2005: BRD – GROUPE SOCIETE GENERALE

Position: Financial Analyst, Major Corporate Clients

Main responsibilities:

- Analyzing financial data from corporate clients in order to draw conclusions and make an appropriate proposal;

- Analyzing and evaluating various investment projects in order to establish the best approach in implementing them;
- Financial reporting and analyzing Green Field projects and also identifying new opportunities for a variety of banking transactions;
- Working closely with the Senior Relationship Manager, Head of Control/ Audit Department, Corporate Finance Department and also with the Head of Major Corporate Clients;
- Drawing credit contracts, mortgages contracts and other specific banking contracts/agreements;
- Prospects of clients and participating at a variety of clients meetings;

Jan 2004 – March 2004: National Oil Company- “Petrom” –Romania

Position: Economist Principal II, External Financing Department

Main responsibilities:

- Member in the privatisation committee of Petrom, from the Employer part;
- Analysed different financial reports;
- Maintained relationships with key companies related to Petrom
- Involved in the negotiations of the loan agreement between National Oil Company and European Bank for Reconstruction and Development, follow-up for agreement;
- Responsible for various external contracts and agreements between National Oil Company “Petrom” and other parties
- Participated actively and efficiently in different negotiations of loan agreements
- In charge with Petrom’s participations for a improving profitability and business development of the company

April 2003 - Dec 2003: “Anglo-Romanian Bank”, London, UK (internship)

Position: *Financial Analyst and Consultant / Junior Account Manager*

In Anglo-Romanian Bank, I worked in the Finance and Risk Department. Collecting all the financial data from 10 other branches from Romania, France and Germany. Interpreting them and identifying any anomalies that have been made directly from the countries of origin. I also used a new strategy called VBM (Value Based Management), explaining the countries how to help their customers understand what the bank does by using their funds / capital more efficiently. Furthermore, I was doing credit risk analysis and assisting in different banking transactions.

Nov 1999- Sept 2002: National Oil Company- “Petrom”, Romania

Position: *Financial Analyst reporting directly to the CFO*

National Oil Company PLC is a company in the oil and gas industry. Petrom is the leading oil company in Romania, having a market share of 35%. I was in charge of preparing economic analysis papers with regarding to the status of the company in the market, analysing material movement reports, investigated and reviewed company documents, helped the company to thrive in changing markets, budgeting and forecasting, gathering information about the competition – prices – distribution – promoting, and identifying new opportunities.

Formal Education:

Oct 2005 – Date: PhD Candidate at Academy of Economic Studies Bucharest. (PhD subject: Merger and Acquisitions: Successful strategies in the emerging markets, exit strategies and barrier protections over the hostile takeovers)

Oct 2004 – July 2007: Gheorghe Cristea University
Faculty of Law – Degree achieved in July 2007

2002 - Dec 2003; “Huron University”, London, UK
MBA (Masters in Business Administration), with concentration in Corporate Finance and Marketing

Sept 1998-Sept 2002; “Academy of Economic Studies”

BA degree in Economics

Major: Finance-Insurance-Banking and Stock Exchange

Bucharest, Romania

Sept 1994- July 1998; “Mihai Eminescu National College”

High School Diploma- Computer Science

Bucharest, Romania

I am also an Association of Certified Accountants partially qualified. (ACCA exams in progress) and CFA candidate (chartered financial analyst)

Member in different organizations, not political.

Participated at vary courses including: financial analysis, energy market, green energy, treasuries structured products (swap, fwd, flexible fwd, options etc), interpersonal studies and workshops

Professional Skills:

- Highly experienced in a computerized environment, skilled in the use of Excel, Word, Access, Power Point, Outlook, Word Perfect, Corel Draw, Internet, and business applications based on Windows OS;
- Good knowledge of computer hardware;
- Strong analytical skills both: macro and micro economic, report writing skills accumulated during my over 11 years work experience beginning with Petrom and ending with BRD-GSG, Raiffeisen, Bancpost etc, excellent communication skills always willing to learn and apply new things and adapt strategies;
- Excellent user of financial models, especially based on IT platforms
- Good instructor and organizer of teams.

Positions of Responsibility:

Sept 2002 – Apr 2003; “Huron University”, London, UK

Resident Assistant

Sept 2000 – Sept 2002; “Academy of Economic Studies”

Major Event Organiser

Mar 2004- Date: Member of JCI Romania (Junior Chamber International is the biggest worldwide federation of young entrepreneurs and specialists);

Hobbies:

Politics, Economy, Computer domain (software and hardware), Hi-Tech, Internet surfing, music, travelling, movies, basketball and biking.

References:

Ms. Cristina Enoiu, Petrom, Member of OMV Group, Head of Risk Management Division, e-mail: cristina.enoiu@petrom.com, mobile phone: 0040726758789

Ms Raluca Nicolescu, Corporate Division, Head of Corporate- Financial and Rating Analysis, Raiffeisen Bank, e-mail: raluca.nicolescu@rzb.ro, or mobile phone: 0724 215 326

Mrs. Ruxandra Oeru, Head of Financial Analysis Dept, Major Corporate Clients, BRD-GSG, e-mail: Ruxandra.oeru@brd.ro, phone: 0740 674 947;

Mr. Mike Radoi – Former General Manager and Managing Director, Anglo – Romanian Bank, e-mail address: mike.radoi@anglorom.co.uk

Mr. Grigore Pana- Executive Director, BRD-GSG, Corporate and Business Development Division, 074656601;

Mrs. Daniela Bodirca, Vice-president Risk, Unicredit Tiriac Bank, e-mail: daniela.bodirca@unicredit.ro, (former Risk Executive Director in Bancpost

OTHER REFERENCES AVAILABLE UPON REQUEST