

Către: SC Fondul Proprietatea SA  
In atenția: Dlui Director General  
Departamentul Juridic

20 08 2010  
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Stimate domn(a),

Subsemnatul Isvan Eugeniu cu domiciliul în București .  
România, prin prezenta susțin candidatura domnului Florescu Radu Francis, cetatean  
american posesor al pasaportului nr. 710253967 pentru o poziție de membru in Comitetul  
Reprezentanților al SC Fondul Proprietatea SA.

In cazul în care sunt necesare și alte informații/documente, vă rog nu ezitați să mă  
contactați la numărul de telefon .

Semnătura



Data  
20 August, 2010

## CURRICULUM VITAE

1. **Family name:** FLORESCU
2. **First names:** Radu Francis
3. **Date of birth:** 1961
4. **Nationality:** French / American
5. **Civil status:** Married
6. **Education:**

| Institution [Dates]                             | Degree(s) or Diploma(s) obtained         |
|---|--|
| Boston College, School of Business, 1979 – 1983 | Bachelor of Science, Marketing & Finance |

7. **Language skills: (1 to 5 (1 = excellent; 5 = poor))**

| Language | Reading       | Speaking | Writing |
|----------|---------------|----------|---------|
| French   | Mother Tongue |          |         |
| English  | 1             | 1        | 1       |
| Romanian | 2             | 2        | 2       |

8. **Membership of professional bodies:** Founding member IAA (International Advertising Association), Member of the Board. Vice-President 1996-2000; Chairman Advisory Board ASEBUSS, Bucharest, Romania. EMBA program ASE/University of Washington – 1998 to present; Member of the Board Junior Achievement Program, Bucharest, Romania – 1998 to present; President and founder RAAA (Romanian Association Advertising Agencies) – 1999 to present; Member of the Board – AIESEC (The International Association of Students in Economics), September 2000 to present; Member of the Board – Principesa Margareta Foundation; Member of the Board - Fulbright, 1998 to present; Co founder, sponsor and organizer – The Rising Stars Foundation, September 2000 to present; member of the board United Way, Romania
9. **Other skills:** Computer Literate
10. **Present position:** Chief Executive Officer, Saatchi & Saatchi Romania
11. **Key qualifications:**

- Excellent communication skills and the ability to work under pressure within tight deadlines
- Ability to manage large team with results oriented focus
- Excellent analytical and financial management skills

13. **Specific experience in the region:**

| Country | Dates       | Country | Dates |
|---------|-------------|---------|-------|
| Romania | 1990 – date |         |       |

## CURRICULUM VITAE

### 14. Professional experience:

| Dates   | Location           | Company           | Position                |
|---|--------------------|-------------------|-------------------------|
| 1992 – date   | Bucharest, Romania | Saatchi & Saatchi | Chief Executive Officer |
| <b>Description:</b><br>In a period of 17 years, established Saatchi & Saatchi Romania as the leading communication group in Romania with turnover exceeding \$100 million and a staff of 230.<br>Successfully implemented new business strategy with highest conversion rate in advertising industry.<br>Project Manager for Public Awareness Campaign to Prevent Abandonment of Children in Romania<br>Responsible for the strategy and implementation for the largest social campaign conducted in Romania. Secured almost \$8 million of donated media time to help support the awareness campaign, coordinated consortium team of experts and managed project in conjunction with the National Authority for Child Protection, the Government of Romania and the EU delegation.<br><br>Responsible for managing and overseeing group activities including Saatchi & Saatchi, Zenith Media, Saatchi & Saatchi X, Pantone Studios, Cable Direct, Saatchi & Saatchi Public Relation, Kubis Interactive and Epidemic.<br>Responsible for financial performance and strategic planning for the entire group<br>Responsible for maintaining relationship with network clients across the Balkan region (i.e. Procter & Gamble) on behalf of Saatchi & Saatchi network.<br>Overseeing day to day group activities including client management, CRM implementation, HR management and reporting lines with directors from each unit |                    |                   |                         |

| Dates   | Location           | Company      | Position                         |
|---|--------------------|--------------|----------------------------------|
| 1990 – 1992   | Bucharest, Romania | Centrade USA | Director of Business Development |
| <b>Description:</b><br>Principle founder of Centrade USA.<br>Founded and capitalized Centrade USA via private individual investors interested in media acquisitions in Romania. Responsible for writing and implementing business plan on behalf of shareholders and execution of plan.<br>Formulated and implemented new business plan both in Romania and the U.S, achieving profitability in first year of operation. Responsible for creating and managing team/operation in Bucharest.<br>Responsible for all financial and contractual obligations. Secured the first television sponsored programming in the history of Romanian television and launched media operations. Established media company in Romania which was acquired by Saatchi & Saatchi in 1992. |                    |              |                                  |

| Dates   | Location        | Company    | Position         |
|---|-----------------|------------|------------------|
| 1987 – 1989   | New Jersey, USA | Tricon USA | Commodity Trader |
| <b>Description:</b><br>Responsible for all trading activity for multi million dollar fund managed on behalf of Tricon trading group.<br>Achieved best performing trading results for 1987, 1998 with returns of 30% and 35% respectively.<br>Responsible for coordination of research and investment analysis directly to Chief Executive Officer.<br>Fully responsible for trading results for \$40 million fund trading commodities and fixed securities on both the New York Mercantile Exchange and the New York Stock Exchange. Provided analysis of trading activities for European bourses and was the lead trader on behalf of the group for overseas investment opportunities. |                 |            |                  |

| Dates   | Location      | Company | Position          |
|---|---------------|---------|-------------------|
| 1985 – 1987   | Paris, France | Fretoil | Account Executive |
| <b>Description:</b><br>Responsible for all barge trading (oil, heating oil, gasoline) in Europe. Lead trader for heating oil transactions for Paris office. Achieved highest turnover among all heating oil trading activities during |               |         |                   |



## CURRICULUM VITAE

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2 year tenure and was responsible for overseas transactions with U.S firms. Achieved top trading activity/results among executives for heating oil transactions. Responsible for liaising with U.S. operations and trading floor counterparts on New York Mercantile Exchange. Responsible for client relations with major oil companies throughout Europe. Negotiated and prepared contractual agreements for all heating oil transactions.

| <b>Dates</b>  | <b>Location</b> | <b>Company</b>         | <b>Position</b>          |
|---|-----------------|------------------------|--------------------------|
| 1983 – 1985   | New York, USA   | Shearson Lehman Hutton | Floor Trading Operations |
| <b>Description:</b><br>Responsible for floor trading operations on NYMEX (New York mercantile Exchange). Coordinated all futures trading activities for oil and precious metal commodities and managed all communication with trading desk in the home office. Implemented and supervised reconciliation of daily trading activity in excess of \$100 million dollars per day. Responsible for management of floor trading staff and clerks and daily work progress for Shearson Lehman Hutton. Initiated new communication system from New York Mercantile Exchange and trading office which lead to more efficient information flow to and from trading desk. |                 |                        |                          |

### 15. Other relevant information:

Maintained leadership role in several NGO activities engaged in Corporate Social Responsibility project through the American Chamber of Commerce, United Way, Junior Achievement, ASEBUSS and AIESEC student program. Donated (via family) and founded 50 hectare working farm (Adunati Copoceni) focused on assisting underprivileged children from Bucharest and surrounding villages. Founded and created EFFIES (efficiency in advertising awards) and AD Or (creative awards) festivals on behalf of the advertising community.

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