

Gabriel BALANESCU



Full name:	Gabriel Tudor Balanescu	Relocation:	available for
Nationality:	Romanian	Citizenship:	Canadian
Age:	42	Civil status:	not married
Education level:	PhD Student, MBA Marketing, Master, Bachelor	Driving license:	clean, international
Career level:	management, 10+ experience	Contact:	0040.723.611.394 gabtudor@yahoo.ca

AREAS OF EXPERTISE (KSF)

Marketing strategy development and implementation • Brand Management • Commercial Business Development • Strategic Planning • Customer Relationship Management • Team Leadership & Development • New Product Launch Planning & Execution • Channel Sales • Corporate Accounts • Strategic Partnerships and Technology Integration • Knowledge Management • International Sales • Public relations

WORK EXPERIENCE

2011 Forever Living Product – Marketing Director

Bucharest, Romania

Marketing strategy development and implementation, development of new marketing tools in the form of social media and a commercial website. Development of the training strategy for network development. Management of existing marketing channels – Printed form 15.000 magazine, 6 annual events for 3000 participants.

2010 Carturesti - Fixed length contract – Franchise modeling,

Bucharest, Romania

Development of a franchise system as an expansion model to replace organic growth, project executed for Carturesti, contract matured. The project covered all business aspects, including gap analysis, five years business plan with its inherent marketing strategy, financial modeling and control elements. Other duties, change management, service organization, restructuring of business processes, review of cost structures, operational structures, business development, opening of new sales channels.

Projects: Franchise modeling; business development; brand associations to increase client base; cost reduction with supplier base; IT restructuring; change management;

2007 – 2009 Riff Holding International Luxembourg- C.E.O

Bucharest, Romania

Strategy development, business development, sales and marketing management, development and implementation of sales strategy for the group and its components. Contact center, quality control, creation and implementation of the operational structure of the holding. Project management, Public Relations. Creation and implementation of procedures aimed to align the companies with the authority bodies as well as with our international network partners.

Moore Stephens Riff- Vice president Liaison partner Manage and coordinate creation of financial services franchise, develop businesses for Moore Stephens network. Public relations for the international projects, international liaison, and representation of the group at all the actions and trainings proposed by MS network.

Projects: Business start up SICPA Securities Romania, Brabantia Int; Corporate client management: SICPA; Lalemant trucking; Brabantia Intl; Pirelli; IMSG Group; Koton;

2005 – 2007 Versatil Impex (founder & owner of the company)

Bucharest, Romania

Industrial consultancy, production outsourcing for a major Canadian Brand (Ragazzi, brand owner/operator D&F Furniture Canada) in the furniture industry, production supervision, logistics of transport, supplier control, quality control.

Development and implementation of a new Brand for a Romanian sub-contracted furniture producer (client AXM PROD 93 SRL). Strategy of sales department, creation and expansion of a client base in the US market for a Romanian Brand, officially launched in 2006. (www.rominakidsfurniture.com) (client AXM PROD 93 SRL)

Projects: Production subcontracting across south east Europe; supply management; quality control (Ragazzi); creation and implementation of North American client base for Romina

2004 – 2005 Kuwait National Oil Company Kuwait
Marketing, Public Relation, Media Officer - Information and Public Relations department. Development and implementation of visual mixed media projects to represent the image of KOC for their foreign and national interests. Strategy marketing through image development

2002 – 2004 Ministry of Social Affairs and Family Integration Luxembourg
Sociologist- National Youth Information Centre
Analysis of survey study data concerning youth preferences for youth leisure time. National researcher for the Luxembourg part in the Euro desk database project. Coordinator of the Luxembourg delegation of youth participants at the international exchange in Romania organized by Euro26. Coordinator for Short Study Visit in Luxembourg as part of Youth Information Centre team.

1993 – 2001 Sunshine Catering and Entertainment Corporation Montreal, Canada
Public Relations and Marketing manager, Corporate Clients management. Creation and implementation of marketing strategies for new corporate clientele. Management of staff, training responsibilities, scheduling, career development. Business development.

1991 – 1993 Muller & Wegener Luxembourg
Sales Representative - Sales department Responsible for client portfolio including management of monthly requirement in supplies. New product presentation and sales.

RELEVANT EDUCATION

2010-Ongoing PhD Studies – Anthropology/Sociology SNSPA – The potential of traditional handcrafts for social economy models Romani studies

2008-2010 Canadian – Romanian MBA – Magna cum laude - Marketing Specialization

2004-2006 Master studies - CESI (Center of Excellency in the study of the image), University of Bucharest.

1997- 2001 Bachelor of Arts and Science, Double Major in Anthropology and Sociology. Concordia University, Montreal-Quebec. Canada.

VARIOUS COLLABORATIONS

2003 - 2005 PROPATRIMONIO Bucharest Romania Consultant Collaboration with the NGO on various projects, as such alongside Media9, we have created the first tri-dimensional map of historical centre of Bucharest. Management of strategy dept. for reconstruction of cultural heritage for the NGO.

2004 - 2005 EUROLINK House of Europe, (NGO) Bucharest Romania Consultant Collaborated on a voluntary basis with the NGO on various programs e.g. Mobility in the age through exchange program, Centre of Excellency

2001- 2005 Media9 Bucharest Romania Consultant Public relations, Human resources, Project management – Active part of the creative team of www.Media9.ro as a photographer.

Working projects: Art therapy in collaboration with A.Obregia hospital Bucharest, under the authority of Professor Phd.Dr. Romila, Cultural map of old Bucharest.

1991- Ongoing Friendship with Romania, (NGO) Luxembourg-Romanian Consultant Collaboration as founding member of the NGO, activities led to the opening and owning of factory for a village in the Southern Romanian Mountains.

2004 –Photo documentary of Lipscani area, resulting in the first accurate map of old Bucharest, project funded by the USA Embassy, executed in collaboration with Media 9 Studio and Propatrimonio NGO.

Hobby: Travel, reading, photography (www.gabrielbalanescu.blogspot.com)