


## CURRICULUM VITAE

	<b>Name and surname:</b> <b>Codrean Lelian POP</b>
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	<b>Mobile phone:</b> 004-0724.070.539
	<b>Date of birth:</b> 21.09.1975
	<b>Place of birth:</b> City Ludus, County Mures, ROMANIA
	<b>Marital status:</b> Married, 2 daughters
	<b>Work experience</b>
<u>2014 - present</u>	<b>Chief Sales Officer</b> at cosmetics manufacturer SC FARMEC SA (Cluj Napoca), Executive Director in the Company Board
<u>2006 – 2014</u>	<b>Commercial manager</b> at food ingredients producing company SC Supremia Grup SRL (Alba Iulia). My responsibilities on the position were namely to: <ul style="list-style-type: none"> <li>- organize and manage Sales and Marketing Departments</li> <li>- execute commercial and marketing activities for the Company</li> <li>- develop and maintain healthy relations with clients, business partners and suppliers</li> <li>- setup and establishment of operational objectives and key performance indicators for 54 subordinates</li> <li>- implement the performance management and evaluation system</li> <li>- support, coordinate and motivate the sales team for achievement of objectives</li> <li>- creation of sales and marketing plans for 4 sales divisions of the Company</li> <li>- grow the market share, gross margin and brand equity</li> </ul>
<u>2003 - 2006</u>	<b>Regional sales manager</b> at industrial building company SC Saint Gobain Weber Romania SRL (Bucuresti). My responsibilities on the position were to develop the business in the given region, build partnerships and create new system of the distribution network, negotiate prices, payment terms and delivery terms with customers.
<u>2000 - 2003</u>	<b>Area sales manager</b> at ice cream producing company SC Delta Romania SRL (Cluj Napoca). My responsibilities were to manage sales team activities in Transylvania, participate on construction of the budget, monthly sales forecast, KPI setting and result's evaluation.
<u>1998 - 2000</u>	<b>Sales representative</b> at food trading company SC Overseas Group SRL (Cluj Napoca). My responsibilities were to implement sales strategy and achieve defined sales objectives.
<b>Education</b>	
<u>2007 - 2011</u>	University of Agricultural Sciences and Veterinary Medicine, Cluj- Napoca - obtainment of the academic title - <b>Doctor</b> in the field of Veterinary Medicine
<u>1999 - 2001</u>	University of Agricultural Sciences and Veterinary Medicine, Cluj- Napoca - obtainment of the <b>Master's</b> degree in European Food Economy
<u>1994 - 1999</u>	University of Agricultural Sciences and Veterinary Medicine, Cluj- Napoca - obtainment of the graduate <b>Engineer's</b> title in Food Industry
<b>Language skills</b>	Romanian – native language English – advanced level
<b>Other skills and experience</b>	<ul style="list-style-type: none"> <li>🕒 strategic thinking and capability of independent decision making</li> <li>🕒 experience in management and leadership strategies</li> <li>🕒 ability to manage and motivate teams and departments, team coaching</li> <li>🕒 negotiation skills, commercial and business orientation</li> <li>🕒 capability to identify and resolve problems, analytical and pragmatic spirit</li> <li>🕒 consistency, respect to deadlines, stress resistance</li> <li>🕒 communicativeness, flexibility, creative and innovative thinking</li> <li>🕒 enthusiasm for learning of new things and self-improvement</li> <li>🕒 strong focus on achievement of goals</li> <li>🕒 driver's license – category B</li> <li>🕒 MS Office (Word, Excel), Power Point, Outlook Express, Internet</li> </ul>
<b>List of trainings and courses</b>	Negotiation with business partners, Communication management, Assertiveness and stress management, 3D Sales Method, Kaizen management system - continuous improvement strategy
<b>Personal interests</b>	Family, outdoor sport activities, reading books, active rest