

Bogdana Gheorghe

RetailZoom Romania – Managing Director

- responsible for all business operations, strategy and development
- promote and develop new products, strengthen the existing products' position in the market
- identify market opportunities and contribute to products' vision and strategy

Setrio Soft – Marketing & Communication Director

2014 – 2017 PHARMA SOFTWARE INDUSTRY

- define, elaborate, monitor and evaluate all marketing activities of the company
- propose, plan and monitor the marketing budget for all divisions / brands
- contribute to company's strategy, in line with the industry's evolution and trends
- create and enhance corporate brand's voice via all communication channels
- support sales team in promoting products and services to clients and prospects; create reporting structures to ensure relevant and constant progress for each project

Wave Division – Business Unit Manager

2012 – 2014 DIGITAL COUPONING DIVISION

- propose and implement the strategic development of the digital couponing for a new market: Romania
- build awareness, market need and communication of the digital couponing service for both targets: business partners (retailers and manufacturers / suppliers), as well as end consumers & shoppers
- launch CuponReducere.ro as the first digital couponing service in Romania

Nielsen Romania – Client Service Manager

2004 – 2012 MARKET RESEARCH

- manage the local team and business
- develop business with focus on shopper research, brand health, customer satisfaction, and telecom studies
- ensure a health development of the consumer research business with constant revenue increase
- develop yearly budgeting and revenue forecast, as well as the profit monitoring
- initiate and lead a regional training program sessions for helping integrating service knowledge throughout countries and facilitate best practice cases sharing
- participate to conferences, keeping connections with media, ensuring Nielsen visibility, awareness and differentiation in main market research industry events
- coordinate and conduct training sessions for Nielsen proprietary products (Winning Brands, eQ, Shopper Compass, ShopperTrends) and non-proprietary services in consumer research