

MIHAELA GAVRIS

SENIOR SALES, MARKETING AND MEDICAL EXECUTIVE

Results oriented, combined with proven talent for building and leading high performing teams. Consistently hit the ground running in new roles, producing exceptional results within a short period of time.

Management Strengths Include:

Solution –Oriented Selling	Consultative Sales Approach	Leading and Developing Teams
Revenue and Profit Growth	Key Account Management	Creating Winning Business Plans
Contract Negotiations	P&L Management	Leading Change

PROFESSIONAL EXPERIENCE

ADVANTAGE INTERNATIONAL GROUP

2015 – present

Country Manager Romania

Advantage programs have become the industry standard for measuring business relationships in fast-moving consumer goods, health care, pharmacy, and foodservice channels in North America, Latin America, Europe, and Asia Pacific. We provide valuable insights to over 500 clients worldwide.

DANONE BABY NUTRITION ROMANIA

2011 - 2014

Medical Director

Moved in the position to develop and implement the new Medical strategy for DBN. Given full accountability for building and managing the entire Medical team (27 people).

- 🕒 **Manage to increase medical recommendation for DBN brands from 20% to 42% in 1.5 year**
- 🕒 **Use top 5 KOL on the Romanian Market, together with Romanian Pediatric Association to formally endorse detailing materials of medical representatives.**
- 🕒 **Develop and implement, using top neonatologists, a program which increased breastfeeding rate in Romania from 3,5 months to 4.2 months.**

MILUPA ROMANIA – a Danone Group Company

2009 – 2011

Sales Director

Recruited to reverse the sales trend for Milupa Baby Nutrition brands. Accountable for building and managing the sales team (24 people), within 2 channels: International Accounts and Pharmacy Channel.

- 🕒 **21% increase in sales in 2010 vs.2009 and 17% increase in sales until June 2011**
- 🕒 **Increase weighted distribution in Pharmacy Channel from 67% to 82% over two years**
- 🕒 **Increase volume market share for Milumil brand from 19% to 23.4%**

MARS ROMANIA

2003 – 2009

Sales Director

Brought in to build and lead a new strategy for Specialist Channel, the breads and vets. Manage the Sales Department (71 people), within its main 3 channels (International Accounts, Independent Retailers, and Specialist Channel. Build the strategic approach and implement a new route to market for MARS Romania.

- 🕒 **Sales increase of average 14% year on year for all 3 categories**
- 🕒 **The new Specialist Channel Strategy and setup, with 8 veterinary doctors is still in place**
- 🕒 **Volume market share increase of 4.4% for pet food brands over 2 years**

UNILEVER SOUTH – CENTRAL EUROPE	2002 -2003
<i>Head of International Accounts</i>	
Promoted after over one year international assignment. Establish and develop a consistent strategic approach for International Accounts in South Central Europe. Given full accountability for planning and executing the national account strategy, identifying and capturing key accounts and establishing a competitive market position.	
<ul style="list-style-type: none"> 🕒 Increase Unilever SCE International accounts business with 37% in 18 months 🕒 Increase profitability by 5% in one year, by readjusting and focusing trade investments 🕒 Created a high-performance culture by setting challenging individual sales targets, monitoring performance and rewarding outstanding results. 	
UNILEVER BESTFOODS NORTH AMERICA	2001 – 2002
<i>Category Manager</i>	
Part of the assignment to gain experience in International Accounts management. Develop the category management plan for the entry of Unilever Bestfood NA in the frozen foods category, with Bertolli brand.	
Lead the “Signature Program”, meant to establish the new logo and credentials of UBFNA, as a result of the merger between Unilever and Bestfoods.	
UNILEVER TURKEY	2000 – 2001
<i>Key Account Manager Carrefour Turkey</i>	
Part of the assignment to gain experience in International Accounts management. Manage a Category Management project for Beauty Care, in partnership with Carrefour.	
<ul style="list-style-type: none"> 🕒 Boost sales with 34% for Beauty Care category in Carrefour in the first 6 month after implementation 	
UNILEVER SOUTH – CENTRAL EUROPE	1999 – 2000
<i>Senior Brand Manager Margarine Category</i>	
Manage Margarine Category in line with global foods strategy. Turnaround sales trend for Rama brand.	
<ul style="list-style-type: none"> 🕒 Increase Rama brand market share with 4.2% in one year. 	
UNILEVER ROMANIA	1997 – 1999
<i>Trade Marketing Manager</i>	
Given the task to set up a totally new department for Unilever Romania, by establishing the strategic mission and vision of the department in line with company goals. Manage the entire promotional strategy and promo plan implementation.	
UNILEVER ROMANIA	1996 – 1997
<i>General Sales Manager</i>	
Promoted to manage and optimize the existing distributor network (30 distributors), which had to enable the implementation of new route to market. Lead and develop a team of 120 people.	
UNILEVER ROMANIA	1995 – 1996
<i>Area Sales Manager NW Romania</i>	
COCA –COLA ROMANIA – Cluj Branch	1993 – 1995
<i>Market Developer</i>	

EDUCATION, CERTIFICATIONS AND TRAININGS

B.A. at University of Economics “Babes-Bolyai”, Cluj Napoca

The Open University – Competitive Management

Certified Trainer by Romanian Ministry of Education

Attended numerous sales, marketing, and management training courses, seminars and workshops.