

SERGIU - ALIN GÂNSCĂ

Summary: Experienced manager at multinational level, results driven, focused on achievements, creative, communicative and with good people skills.
Good sales person with proven results in terms of business development and growth.
Experience with EEU markets and Asian companies.
Expertise: key account management, negotiation, business analysis, EEU markets, competitive analysis, financial management

SALES DIRECTOR – Modern Trade – 01.03.2017- still working
Company: **FARMEC S.A.**

Responsibilities:

- ✎ Determining annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
- ✎ Establishing sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- ✎ Implementing national sales programs by developing field sales action plans.
- ✎ Maintaining sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
- ✎ Establishing and adjusting selling prices by monitoring costs, competition, and supply and demand.
- ✎ Completing national sales operational requirements by scheduling and assigning employees; following up on work results.
- ✎ Maintaining national sales staff by recruiting, selecting, orienting, and training employees.
- ✎ Maintaining national sales staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
- ✎ Maintaining professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- ✎ Contributing to team effort by accomplishing related results as needed.

MANAGING DIRECTOR 01.07.2012 – 01.03.2017
Company: **RABALUX Romania SRL**

Responsibilities:

to oversee, and take overall responsibility for, the operations of Rabalux in Romania

STRATEGIC

- To ensure the development and maintenance of a coherent and realistic business plan that will take full advantage of the market opportunities in Romania with the purpose of maximizing results.

OPERATIONS

- To ensure the smooth and efficient co-ordination and management of all operations in the country, in such areas as sales, marketing, logistics, finance and budgeting.

PERSONNEL

- To ensure the shared vision and full motivation of staff, maintaining effective working relationships with other staff and ensuring proper understanding of the roles and responsibilities of each member of the team

FINANCIAL

- To direct and coordinate organization's financial and budget activities to fund operations, maximize investments, and increase efficiency.

SALES AND MARKETING MANAGER ROMANIA AND HUNGARY 01.09.2009 - 30.06.2012

Company: Mio Technology Corp. – leading GPS producer, no1 in CEE and no3 worldwide

Responsibilities:

- Managing the business in 2 countries with the goal of bringing Mio to no 1 position in each of them

BUSSINESS DEVELOPMENT

- Identifying, qualifying, recruiting and training new distributors.
- Implement best practices in communication with distributors
- Evaluate reports from distributors (sell-in, sell-out, sales forecast) and take appropriate measures to increase sales and margin

CHANNEL SALES

- Developing relationships with key channel partners for the growth of MIO products within their markets and customer base
 - Contact, visit, train, and maintain strong relations with targeted key accounts
 - Develop and execute scalable programs, training, tools and best practices that maximize channel sales revenue and channel efficiency
 - Assess and improve performance of the channel, develop sales and technical capabilities within the channel
 - Manage tactical channel issues including managing channel conflict, channel communication strategy and execution
 - Provide on-site and web-based training to increase sales effectiveness
 - Develop a comprehensive understanding of business trends, needs and requirements and provide regular feedback to the company, provide metrics and trends on the health of all existing channel partners

MARKETING

- Responsible for all marketing and communication strategy in Romania and Hungary, market analysis and evaluation
- Create, develop and implement marketing and communication plans that are in line with company's general and local strategy provide in co-operation with Product Management appropriate level of support to channel partners in terms of competitive support and marketing materials and events as well as assist them in their ongoing endeavors to promote MIO products
 - Plan, execute and implement trade marketing and coop activities.
 - Fully responsible for the marketing mix
 - Maintain excellent relationship with advertising and PR agencies in Romania and Hungary
- Provide marketing activities reports to the HQ in Taipei (ROI, budget execution, PR activities - visibility, coverage, clicks etc.)

PRODUCT MANAGEMENT

- Responsible for creating and offering the best suited products in terms of hardware and software capabilities as well as price for the targeted market

BUDGETING

- Responsible for budgeting and expenses both business and administrative, responsible for MS, margin and sales volume

Achievements:

Creating a new distribution structure in Hungary that increased channel coverage by 25%
Becoming third best selling brand in Hungary in terms of value
Holding a leading position in Romanian market (42% MS in value and 38% MS in volume)

SALES DIRECTOR - HARDWARE *01.04.2007 - 31.08.2009*

Company:ARoBS Transilvania Software - IT company, market leader in distribution of navigation devices and smartphones with GPS

Responsibilities:

- Responsible for directing divisional sales activities to maximize sales revenues and meet corporate objectives.
- Setting sales goals and accurately forecast of the annual, quarterly and monthly revenue streams that are consistent with company's long-range strategic objectives
- Developing pricing strategies and sales campaigns with marketing.
- Maintaining sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
- Establishing and adjusting selling prices by monitoring costs, competition, and supply and demand
- Responsible for negotiation, selling to customer needs, motivation for sales, sales planning, building relationships, coaching, managing processes, market knowledge,

developing budgets, staffing, managing and developing a world class team of professionals (8 people in sales, marketing and service.

- Coop Activity, Endorsement of dealers activity
- Managing the sales in different sale channels (IT retail, distribution, non-specialized shops)
- Purchasing activities, responsible for direct negotiation with suppliers
- Preparing for exhibitions (IFA, CeBI etc.)

Achievements:

Becoming No. 1 distributor of navigation devices in Romania

Launching of the first Romanian GPS brand – Smailo 18% MS (second best-selling navigation brand in Romania)

Increasing 6 times the turnover of the division by horizontal and vertical expansion

Becoming authorized distributors of Mio in Romania – 2009

NATIONAL SALES MANAGER - PLASTICS *15.08.2005 - 15.03.2007*

Company: Verder Romania - Dutch privately owned group, market leader in production and distribution of pumps and industrial thermoplastics (pipes, fittings, valves, profiles)

Responsibilities:

- Managing the B2B sales for the thermoplastics division
- Achieving the sales and profitability targets
- Preparing and implementing budget, strategy and business plan
- Managing a team of 4
- In charge of the marketing activities.
- Responsible for the relation with suppliers
- Responsible for the product mix.

Studies:

Babes Bolyai University, Faculty of Economical Sciences

Bachelors Degree in Accounting

Management Institute of Canada, MBA

Courses, certificates & awards

Different classes and trainings:

Sales Process Overview - Birdsall training and Consulting

Consultative sale - Picoil Info Consult

leadership and time management

Foreign Languages(writing/speech/reading):

English (advanced,advanced,advanced)

French (medium,medium,medium)

Italian (medium,medium,medium)