

Resume of Gabriel MURESANU

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What value I bring

I DELIVER RESULTS THROUGH EMPOWERED AND MOTIVATED TEAMS.

I MAKE THINGS HAPPEN

I ENJOY START-UP & TURNAROUND

DEVELOP STRATEGIES & SALES FORCES

Experience Profile

Business Development Executive with 20 years' experience in 4 industries: telecomm industry, health care, water-coolers distribution, office supply, specialized in B2B and B2C markets with proven business history in delivering results, general management and all sales channels set up & management: Direct & Indirect Sales, Retail, Telesales ,Call Centers & Customer Operations.

Key Achievements

- Successful business turnaround of RTC Proffice SA the market leader of office supply in Romania a business with a 25 mil turnover. During the 2 years and a 1/2 assignment as CEO we succeed to stop a 5 years business decline and to have a 2 years in a raw business growth with a 25% increase on the core business and 15% on the total business in a shrinking market.
- Building from scratch Telesales departments ,400 plus people, a new and significant sales channel for Vodafone Romania & LA FANTANA Romania & Serbia & Medcover Romania
 - Lead the implementation of a new retail model, CONNEX
 - Lead the implementation of the consultative selling method, CONNEX
- Key player in the Values Based Organization cultural & motivational program at Vodafone Romania,by being the Director with the most closed seminar sessions

Personality Profile

Strengths FINDER results, by Gallup organization test:
Futuristic, Strategic, Learner, Responsibility, Significance

Introverted intuition & Extroverted Thinking

Personal Vision

To participate in building great business organizations that will help to the progress of Romainan society by sharing strong business practices and ethics.

To help employees and organizations to develop and reach their true performance and fullfilment potential for the good of people and society!

Professional Experience

April 2015 -

Managing Partner, AWARENESS POWER Consulting Company

Business Strategy Execution

Business Start Ups & Turn around

Mindset & Motivational Programs & Trainings

Sales Channels Leadership & Management

September 2012 – March 2015

CEO RTC Proffice Experience SA

Successful business turnaround of RTC Proffice SA , the market leader of office supply in Romania a business with a 25 mil turnover.

During the 2 years and a 1/2 assignment as CEO we succeed to stop a 5 years business decline and to have a 2 years in a raw business growth with a 25% increase on the core business and 15% on the total business in a shrinking market

February 2011 - August 2012

Managing Partner, AWARENESS POWER Consulting Company

Business Execution Projects, Increase Business Performance
Sales teams Start Ups
Sales teams turn around
Mind set & Motivational Programs & Trainings
Persuasive & Consultative selling
Telesales business models

Business Execution Accomplishments of Awareness Power:

LA FANTANA, Romania & Serbia, Telesales channel development.

- Achieved a significant increase in the company performance, over 20% new business in 2011 with premium position and prices in the water coolers industry!
- Consultative Selling Trainings to the entire Direct Sales teams La Fantana & Waterpia services , over 70 people

MEDICOVER ROMANIA

Telesales channel development.

- Achieved a significant increase in the company performance, over 20% new business in 2012 !
- Consultative Selling Trainings to the entire Direct Sales team , over 20 people

PHOENIXMEDIA

Implement a Telesales pilot infrastructure, sales training and sales scripts design for TV screens advertising services

June 2006 – January 2011

Director of Telesales, Business & Consumer Markets, Vodafone Romania

- Build from scratch and lead a new sales channel within the Vodafone sales channel mix :Telesales Outbound & Inbound, Internal & External teams
- Design the Telesales Strategy , Sales Business Model , Sales Scripts Training & Recruitment Model, It & IS Infrastructure , People Motivational Programs, Telesales Partner Management Program
- 260% performance channel increase in 1 year
- Development & Implementation of the Telesales Outsourcing Model
- Develop & deliver the internal Telesales consultative training material
- Deliver more than 10% out of the total monthly new subscriptions through Telesales 2009-2010 and on specific products even 90% out of the total company results
- Key player in the Value Based Organization cultural program , delivering very well received motivational closing speeches

January 2006 to June 2006

Director of Customer Relation for Business Markets, Vodafone Romania

- Start the implementation of the new customer segmentation business model, strategy, people & processes
- Main Objective: Build the program to Inject Sales Expertise within the Customer Operation department

August 2004 to January 2006

Director of Sales, Consumer Markets, MobiFon S.A., CONNEX

- Deliver on Sales Targets ,Market & Value share leadership
- Asses & Implement the new Retail Business Model
- Deliver a consistent Customer Experience by properly implementing the sales channel strategy and by well designed and supervised sales processes
- Deliver on High Performance Culture through the regional sales teams
- Deliver and support the Matrix Management approach
- Ensure the appropriate Company regional representation

February 2001 to August 2004

Sales & Distribution Director, Bucharest Area - MobiFon S.A. , CONNEX

- Design, implement and monitor the sales strategy accordingly to companies strategy and objectives
- Direct the development of competitive sales channel distribution mix in support of Connex's strategy and market share objectives
- Set and manage direct & distribution sales objectives and manage commission and incentive compensation for direct & indirect dealer channels
- Direct and develop regional structures and sales performance strategies for direct, indirect and corporate store sales channels
- Lead cross functional teams in order to reach process operational excellence
- Direct the development of the integrated services strategies and performance within corporate accounts segments: As a main accomplishment the transition of the sales department from product to solution consultative selling.
- Direct the development of quality standards for all store locations for all indirect and corporate locations

March 1999 to February 2001

Distribution Area Sales Manager, Regions and Bucharest, MobiFon SA, CONNEX

- Build and manage the indirect sales channels according with the sales strategy towards reaching the sales targets
- Develop and motivate the sales team in order to achieve a high quality execution and high performing environment based on company's cultural Values
- Ensure an effective matrix management working environment in order to balance properly the national and regional interests & objectives

February 1997 to March 1999

Corporate Accounts Sales Manager, MobiFon SA, CONNEX

- Hire, train and coach a direct sales team for growing the company's corporate market share
- Construct the necessary tools and motivational systems in order to achieve high levels of performance
- Consolidate market feed back for providing to the marketing department the useful information for building& maintaining future competitive advantages
- Represent the company's image to official events and fairs

March 1995 to February 1997

Sales Manager, Bel PAGETTE Romania

- Build and manage direct sales hunters teams for reaching the sales targets
- Train and coach the team for reaching a high level of sales skills proficiency based on relationship selling , persuasiveness skills and value selling
- Represent the company image to official events and fairs

May 1994 to March 1995

Sales Representative, Bel PAGETTE Romania

- Achievements: 25% of the total customer base
- Approximately 50% of the personal customer base turned into company's advocates through high level of personal relationship

Education

2005 Executive Master of Business Administration –ASEBUSS

1997-2003

Leadership & Management & - MCE, Zenger Miller

Relationship & consultative selling (transition from product to solution selling) –Power Marketing
Total Quality Management
Interpersonal Managing Skills
Professional Selling Skills
Account Management Strategies
Finance for Non-financials managers
1995 Graduation of the University of Electronics and Telecommunications -Bucharest
1989 “Mihai Viteazul” High School

Personal Information

Personal status: Married, two children

Hobbies: Running, Martial Arts, Reading, Travel, Mountains trips