

## CURRICULUM VITAE

### PERSONAL INFORMATION

Name	Ovidiu BĂTAGĂ
Nationality	Romanian
Date of birth	01.11.1977
Employer/Field of activity	Antibiotice SA Marketing and Domestic Sales Department

### WORK EXPERIENCE

<b>Dates</b>	<b>May 9 2008 - to date</b>
Occupation or position held	Marketing and Domestic Sales Director
Main activities and responsibilities	<ul style="list-style-type: none"><li>- elaboration of annual, quarterly, monthly strategic plans and expenditure budgets for the department he runs;</li><li>- conducts market studies and analyzes results;</li><li>- contributes to the company's business plan for marketing/sales;</li><li>- provides the general and special offers for selling company's products and submits them for approval to the management;</li><li>- applies commercial policies for hospital and retail products, setting sales strategies, capitalizing on the products, identifying new customers;</li><li>- participation to permanent monitoring and periodic analysis of finished product stocks in order to reduce them, proposes steps to the General Manager;</li><li>- permanent correlation of purchases with stocks, both within Antibiotice as well as with distributors, negotiating certain commercial terms ( payment related to stocking interval, discounts for extra purchases) by talks to the Financial Director;</li><li>- negotiates contractual terms and monitors the clauses in accordance with the negotiations conducted;</li><li>- justified the budget proposal for each subordinated structure and subjects it to approval;</li><li>- analyzes the status of receivables and adopts measures in view of obtaining the payment for goods delivered, within the deadline, otherwise proposes to file lawsuits;</li></ul>
Name and address of employer	Antibiotice S.A. Iași, Valea Lupului street, no. 1
Type of business or sector	Manufacture of basic pharmaceutical products
<b>Dates</b>	<b>January 2006 - May 2008</b>
Occupation or position held	Head of the Market Analysis and Strategic Planning

Main activities and responsibilities

- collaboration with Business Unit Managers, Product Managers for the elaboration, respectively correction of marketing strategies;
- doing market research;
- coordinating activities for product development;
- elaborating communication and promotion strategies for company products, advertising, etc;
- participates in making general and special sales offers in collaboration with Economic Analysis and Financial Forecast, Domestic Market Sales, BUM and subjects them to management's approval;
- coordinates the monitoring of general and specific sales offers in collaboration with Economic Analysis and Financial Forecast, Domestic Market Sales, BUM;
- participation to the annual marketing plan in collaboration with Economic Analysis and Financial Forecast, Domestic Market Sales, BUM;

Name and address of employer Antibiotice S.A. Iași, Valea Lupului street, no. 1

Type of business or sector Manufacture of basic pharmaceutical products

**Dates** **October 2004 - December 2005**

Occupation or position held Economist in the Economic Analysis Office

Main activities and responsibilities

- justifying costs planned for production
- conducting comparative financial

Name and address of employer Antibiotice S.A. Iași, Valea Lupului street, no. 1

Type of business or sector Manufacture of basic pharmaceutical products

**Dates** **October 2003- October 2004**

Occupation or position held Economist within the Marketing Dept.

Main activities and responsibilities

- analysis of pharma market evolution;
- drawing up plans of measures to increase sales volume and optimizing the portfolio of the company and the promo and strategic portfolio;
- complying with the budgeting;
- developing policies on offers to hospitals;
- elaboration of short, medium and long term marketing plans;

Name and address of employer Antibiotice S.A. Iași, Valea Lupului street, no. 1

Type of business or sector Manufacture of basic pharmaceutical products

**Dates** **January 2002 -October 2003**

Occupation or position held Economist within the Accounting Office

Book-keeping of patrimony items for periodical reports (balance sheets)

**Main activities and responsibilities**

Name and address of employer Antibiotice S.A. Iași, Valea Lupului street, no. 1

Type of business or sector Manufacture of basic pharmaceutical products

<b>Dates</b>	<b>February 2001 -January 2003</b>
Occupation or position held	Economist within the Economic Analysis Office
Main activities and responsibilities	Planning costs for company production Performing comparative economic and financial analyses
Name and address of employer	Antibiotice S.A. Iași, Valea Lupului street, no. 1
Type of business or sector	Manufacture of basic pharmaceutical products
<b>Dates</b>	<b>October 2000 - February 2001</b>
Occupation or position held	Lecturer at the Currency and Credit Department
Main activities and responsibilities	Promoting the pharmaceutical products in the portfolio
Name and address of employer	Alexandru Ioan Cuza University, Iasi
Type of business or sector	Faculty of Economics and Business Administration, Finance
<b>EDUCATION AND TRAINING</b>	
<b>Dates</b>	<b>2006-2007</b>
Title or qualification awarded	Master's Degree Pharmaceutical Marketing
Name and type of organisation providing education and training	Grigore T. Popa University of Medicine and Pharmacy
<b>Dates</b>	<b>October 2000- November 2001</b>
Title or qualification awarded	Master's Degree
Principal subjects/ occupational skills covered	Financial Banking Management
Name and type of organisation providing education and training	Alexandru Ioan Cuza University, Iasi
Level in the national/international classification	national
<b>Dates</b>	<b>1996- 2000</b>
Title or qualification awarded	Bachelor's Degree
Principal subjects/ occupational skills covered	Economist, specialization: Banks and Stock Exchanges
Name and type of organisation providing education and training	Alexandru Ioan Cuza University, Iasi - The Faculty of Economic Studies
Level in the national/international classification	national

**Dates**

Title or qualification awarded  
Principal subjects/  
occupational skills covered

Name and type of  
organisation providing  
education and training

Level in the  
national/international  
classification

**Other training modules****July 2004**

Certificate of participation  
Summer school, 5th Edition, "Organizational Development" Module

Lecturers from Alexandru Ioan Cuza University, Iasi The Faculty of  
Economy and Business Administration and the Academy of Economic  
Studies Bucharest

- 25-27 February 2011  
Training in Practical Leadership & Coaching Skills  
Communication and presentation skills  
TMI

- September 27-29, 2010  
Training "Employee Program"  
Leadership skills  
TMI

- September 27-29, 2010  
Training in Time Management - Priorities & Results  
Time management skills  
TMI

- September 17-19, 2010  
Training "Communication & Presentation Skills Program"  
Communication and presentation skills  
TMI

- 29.06. - 09.07.2010  
Certificate of participation  
Summer School +, Module Management and Development in the Age of  
Turbulence  
Lecturers from "Al. I. Cuza" University of Iasi, Faculty of Economics & Bu:  
Administration  
postgraduate

**Ongoing**

- June 2014  
Certificate of participation  
Performance management  
Interact Business Communication SRL Bucuresti
- June - July 2013  
Certificate of participation  
Summer School a +, fourth edition,  
Lecturers from Al. I. Cuza University of Iasi, Faculty of Economics and  
Business Administration  
Postgraduate
- June - July 2012  
Certificate of participation  
Summer School a +, 3rd Edition, Module I "Creativity, Innovation and  
Improvement"  
Lecturers from "Al. I. Cuza" University of Iasi, Faculty of Economics and  
Business Administration  
postgraduate
- June - July 2011  
Certificate of participation  
Summer School a +, 2nd Edition, Module I "Creativity and Innovation"  
Module III "Employment Legislation"  
Lecturers from "Al. I. Cuza" University of Iasi, Faculty of Economics and  
Business Administration  
Specialists from the Local Employment Inspectorate Iasi  
postgraduate

Foreign languages

*Self-evaluation*  
*European Level (\*)*

Understanding		Speaking		Writing
Listening	Reading skills	Conversation	Oral speech	Writing

**English**  
**French**

B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user
B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user	B1	Independent user