

CURRICULUM VITAE

Personal information

Surname/ First name

BĂȚAGA OVIDIU

Nationality

Romanian

Date of birth

Gender

Male

Professional experience

Dates

November 2020 - to date

Occupation or position held

Executive Director - Strategic Planning and Business Management

Name and address of employer

Antibiotice SA Iasi, 1 Valea Lupului St.

Type of business or sector

Manufacture of medicines and pharmaceutical products.

Dates

October 2019 - October 2020

Occupation or position held

Commercial Director

Main activities and responsibilities

- the substantiation, execution and implementation of annual, quarterly, monthly plans of a strategic and tactical nature, of expenditure budgets for the managed structure;
- the updating of the company's strategic plan as part of the long-term business plan.

Dates

Name and address of employer

Concord Service Center, Nera Computers, str. Ion Neculce nr. 10.

Type of business or sector

Information technology, sale of computer technology and telephony.

Dates

May 2008 - present

Occupation or position held

Marketing & Domestic Sales Director

Main activities and responsibilities

- the substantiation, execution and implementation of annual, quarterly, monthly plans of a strategic and tactical nature, of expenditure budgets for the managed structure;
- updating the company's strategic plan as part of the long-term business plan;
- coordinating the personnel structure in the marketing-promotion-sales activity (center teams - field teams, in the number of 150 members);
- conducting market research, analysis and implementing the results thereof;
- coordination of analyzes and implementation of the resulting measures regarding the evolution of **sales, distribution channels, main customers, main competitors**, orientation of product, price, distribution and promotion strategies;
- the substantiation and execution of **general offers** and special offers for the sale of the company's products;
 - applying the company's commercial **policies** for retail, establishing sales strategies, how to capitalize on distribution channels and the identification of new customers;
 - the permanent monitoring and periodic analysis of finished product stocks, the implementation of optimization measures in collaboration with the manufacturing component;
 - the permanent correlation of the situation regarding the acquisition of goods with that regarding the stocks, both from the company and from the business partners, attributions of negotiation of some commercial conditions (payment term correlated with the storage duration, additional discounts for additional acquisitions);
 - the negotiation of contractual terms and monitoring of contractual clauses in accordance with concluded negotiations;
 - the substantiation of budgets for each subordinate organizational structure;
 - the observance and application of the principles of prudence and preventive control, the principle of negotiation for the protection of the economic, commercial and technological interests of the company;
 - the analysis of the situation of receivables and the adoption of measures in order to recover at contractual terms the value of the delivered products;

Name and address of employer

Antibiotice SA Iasi, 1 Valea Lupului St.

Type of business or sector

Manufacture of medicines and pharmaceutical products.

Dates

January 2006 - May 2008

Occupation or position held

Head of Market Analysis & Strategic Planning Department.

Main activities and responsibilities

- works with the Business Unit Managers and Product Managers to develop and adjust the marketing strategies;
- the performance of marketing research;
- the product value analysis, the study of competing products, the study of packaging, and so on.
- sales research, market potential assessment, market conjuncture, market forecasts, market segmentation studies, market segment analysis, sales analysis, establishing market shares and sales areas, the study of distribution channels, market surveys, etc.
- studies on the effectiveness of promotional campaigns, studies on sales promotion, etc.,
- studies on prices, the evaluation of the impact of price policies, study of competing prices, etc.;
- the coordination of activities related to product development by:
 - generating new product ideas (brainstorming, etc.), product concept and design, product launching, product life cycle management, adapting and modernizing existing products, choosing product and brand, brand policy, differential advantages over competition;
 - sales records and control;
 - the study of competing prices, the development of price policies;
 - the development of communication strategies and promotion of the company's products, communication plan, creation of the advertising message, and so on;
 - collaborates and contributes to the achievement of forecast studies in the field of product sales;
 - participates in the development of general offers and special offers for the sale of the company's products in collaboration with Economic Analysis and Financial Forecasts, Internal Market Sales, BUM and submits them for approval to the company's management;
 - coordinates the activity of monitoring the general offers and special offers for the sale of the company's products in collaboration with the Economic Analysis and Financial Forecasts, Internal Market Sales and BUM;
 - participates in the development of the annual marketing plan, in collaboration with the Economic Analysis and Financial Forecasts, Internal Market Sales, Business Unit and the Managers;
 - coordinates the activity related to the annual plan in the field of strategic planning and submits it for approval;

Name and address of employer

Antibiotice SA Iasi, 1 Valea Lupului St.

Type of business or sector

Manufacture of medicines and pharmaceutical products.

Dates

October 2004- January 2006

Occupation or position held

Economist within the Economic Analysis Department.

Name and address of employer

Antibiotice SA Iasi, 1 Valea Lupului St.

Type of business or sector

Manufacture of medicines and pharmaceutical products.

Dates

October 2003 - October 2004

Occupation or position held

Economist within the Marketing Department.

Name and address of employer

Antibiotice SA Iasi, 1 Valea Lupului St.

Type of business or sector

Manufacture of medicines and pharmaceutical products.

Dates

January 2003 - October 2003

Occupation or position held

Economist within the Accounting Department

Name and address of employer

Antibiotice SA Iasi, 1 Valea Lupului St.

Type of business or sector

Manufacture of medicines and pharmaceutical products.

Dates

February 2001 - January 2003

Occupation or position held

Economist within the Nystatin and Vitamin B12 plant - the Economic Analysis Department.

Name and address of employer

Antibiotice SA Iasi, 1 Valea Lupului St.

Type of business or sector

Manufacture of medicines and pharmaceutical products.

Dates

September - December 2000

Occupation or position held

Assistant Professor in the subject "Finance".

Name and address of employer

"Alexandru Ioan Cuza" University of Iasi
Faculty of Economics and Business Administration
The Currency and Credit Department.

Education and training

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| Dates | October 2006 - February 2007 |
| Title of qualification awarded | Master's degree |
| Principal subjects/ occupational skills covered | Specialization in "Pharmaceutical Management and Marketing". |
| Name and type of organisation providing education and training | "Grigore T. Popa" University of Medicine and Pharmacy of Iași, the Department of Pharmaceutical Management and Marketing. |
| Level in national or international classification | National |
| Dates | October 2004 - February 2006 |
| Title of qualification awarded | Master's degree |
| Principal subjects/ occupational skills covered | Project Management |
| Name and type of organisation providing education and training | „Gheorghe Asachi” Technical University, Departament of Programs |
| Level in national or international classification | National |
| Dates | October 2000 - November 2001 |
| Title of qualification awarded | Advanced Studies Diploma |
| Principal subjects/ occupational skills covered | Financial And Banking Management |
| Name and type of organisation providing education and training | "Alexandru Ioan Cuza" University of Iasi, the Faculty of Economic Sciences Graduated with an average grade per academic year of 10 (out of 10). |
| Level in national or international classification | National |

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| Dates | 1996 - 2000 |
| Title of 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 of Iasi, the Faculty of Economic Sciences Graduated with an average of 9.84 (average grade per academic years) and 9.53 (graduation average grade). |
| Level in national or international classification | National |
| Dates | June 2014 |
| Title of qualification awarded | Certificate of participation |

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| Principal subjects/ occupational skills covered | <i>Performance Management</i> |
| Name and type of organisation providing education and training | Interact Management |
| Classification level of educational/training form | International |
| Dates | November 2012 |
| Title of qualification awarded | Certificate of participation |
| Principal subjects/ occupational skills covered | <i>Product Manager</i> |
| Name and type of organisation providing education and training | BestSmart Consulting |
| Classification level of educational/training form | International |
| Dates | June-July 2012 |
| Title of qualification awarded | Certificate of participation |
| Principal subjects/ occupational skills covered | Summer School a+ , the third Edition, <i>Module I "Creativity, Innovation and Improvement"</i> with its two components: <i>Ideas are free of charge</i> and <i>Process Management</i> , |
| Name and type of organisation providing education and training | Lecturers from the "Alexandru Ioan Cuza" University of Iasi - the Faculty of Economics and Business Administration |
| Classification level of educational/training form | Postgraduate |
| Dates | June- July 2011 |
| Title of qualification awarded | Certificate of participation |

Principal subjects/
occupational skills
covered

Summer School **a+**, the second Edition, *Module I* „Creativity and Innovation”
Module III „Labour Legislation”

Name and type of
organisation providing
education and training

Lecturers from the "Alexandru Ioan Cuza University" of Iasi - the Faculty of
Economics and Business Administration
Specialists from the "Territorial Labour Inspectorate of Iasi"

Classification level of
educational/training
form

Postgraduate

Dates

February 2011

Title of qualification
awarded

Certificate of participation

Principal subjects/
occupational skills
covered

Training in „Practical Leadership & Coaching Skills Program”
Communication and presentation skills

Name and type of
organisation providing
education and training

TMI

Level in national or
international
classification

International

