



POPESCU CATALIN

Development Director Pharmacies SC MEDIMFARM SA - SC MEDIMFARM

SA

Age 46 from .

Contact details

Email:

Address:

Professional experience

Experience by
departments

Sales: **20 years and 6 months**
Pharmaceutical: **10 years and 2 months**

Apr 2011 - present
10 years and 3 months

Development Director Pharmacies SC MEDIMFARM SA - SC MEDIMFARM SA
Ploiesti | Pharmaceutical | Pharma

I develop the annual business plan for the company Medimfarm, lead, track and control the activity of the warehouse and pharmacies MEDIMFARM SA according to the annual business plan approved by the company's shareholder and the Board of Directors;
I develop and follow the implementation of the company's commercial strategy, establish and follow the realization of the sales plan for all MEDIMFARM pharmacies;
I develop and follow the implementation of the marketing plan at the level of the sales force, I carry out the evaluation of performance at the level of the sales force in accordance with the company's human resources strategy;
I prepare and present monthly reports and performance indicators to the Board of Directors of the Company. We have increased by more than 35% turnover at the pharmacy level, reaching in 2020 to over 30,500,000 Euro annually with a generate margin of 38%.
I represent the company's interests in dealing with the company's authorities and suppliers;

Jul 2009 - present
12 years

Regional Salea Manager - RELAD Pharma
Bucharest | Sales | Pharma

Managing and administrating of sales teams of RELAD;
Implementation of procedures and of new working systems within the Company;
Achieving the sales objectives assumed towards the Company;
Managing and coordinating the entire sales activity and logistics in local warehouses
Car, phone, laptop;

Mar 2008 - Jun 2009
1 year and 4 months

Division Director Varium - MONTERO
Bucharest | Sales | Pharma

-assuming and managing the business plan (P&L) established by the shareholder in 2008;
-setting monthly and quarterly targets for the sales team;
-maintaining and developing the commercial relationship with the suppliers of the division;
-achievement of development coaching for the subordinate team;
-we increased the turnover by 35% in 2008 versus 2007;
-we have developed and validated the business plan for 2009;
Severus Pircalabescu;
Flavius Hadadea;
Car, phone, laptop, data card.

Jun 2006 - Mar 2008
1 year and 10 months

MANAGER NATIONAL VANZARI /ALTRO Division - RELAD Pharma
Bucharest | Sales | Pharma

Strategic planning and sales tracking for the realization of the turnover-target company;
Taking and achieving an annual turnover of €10.5 million;
The incorporation into budgets and profitability margin, as well as the achievement of other objectives set by the company;
Selection, managing, motivating, and controlling the sales team at national level (a coordinated team consisting of 3 Regional Managers, 24 Sales Agents, and 14 Sales Operators by telephone);

The turnover growth per division of over 80% in the last 12 months;
Development of the supplier's portfolio;
Increase the number of active clients from 3,000 to over 4,000 active clients.

George ZAFTON - Sales Manager

Jan 2005 - May 2006

1 year and 5 months

National Sales Manager - Altro Distribution

Bucharest | Sales | Pharma

Achieving and exceeding the sales targets set in the business plan;
Coordinating, managing, and planning the sales operations and cashing on the premises in the country;
Laurentiu Badicu - Executive director;
Car; phone;

May 2004 - Dec 2004

8 months

Regional Manager - Altro Distribution

Bucharest | Sales | Pharma

Sales team managing three subsidiary - Prahova, Brasov and Buzu;
Managing the budgets for the three subsidiaries;
car; phone;

Mar 2003 - Apr 2004

1 year and 2 months

Sales Coordonator - Altro Distribution

Bucharest | Sales | Pharma

Coordinating and evaluating the team to achieve monthly sales and revenue plans;
Monthly activity reports;
car; phone;

Dec 2000 - Mar 2003

2 years and 4 months

Sales reprezentativ - Altro Distribution

Ploiesti | Sales | Pharma

Sales and debt recovery;
The area covered the Prahova and Dambovita county;

car, phone

Education

1994 - 1999

Bachelor's degree - Polytechnic University of Bucharest

engineering | Bucuresti

Foreign languages

English - Beginner

Other info

Sales management and time management
Techniques and communication skills
Training Companies : CBC Romannia; Q'Aliance; EXP Group.

Driving license

Category B

acquired on 31 Jul 1994