

STEFANIA ALEXANDRU

Nationality: Romanian

Age: 41

Skills

- ✓ Strategic thinking, focused on effective resolution of challenges;
- ✓ Very good planning and leadership skills;
- ✓ Result and action-oriented;
- ✓ Strong organizational skills;
- ✓ Communicative, able to build interpersonal connection easily, with good interaction across all business levels;
- ✓ Resilience and keen interest in continuous development;
- ✓ High time-management skills, ability to find solutions in a timely manner;
- ✓ Excellent people management skills, team coordination for the last 12 years.

PROFESSIONAL EXPERIENCE

05.2023 - present

Antibiotice S.A. Iasi, Romania

Title: Executive Director – Strategic Marketing and Planning

Responsibilities

- Strategic planning of the company's operations by establishing specific composite indicators and monitoring the achievement of the strategies formulated in the management plans of the directors and managers
- Substantiation of the short-term, medium-term and long-term sales plan proposals (e.g. sell-in, sell-out, manufacturing plans, etc.)
- Substantiation of the proposals of commercial and marketing budgets (alongside the Portfolio Management team) by correlation with the company's draft annual/multi-annual business plan and draft income & expenditure budget, taking into account the objectives deriving from the strategic plan for the current and future portfolio;
- Daily/monthly/quarterly assessment of the product portfolio and formulation of product sales and sales efficiency strategies;
- Approval of the price policy and commercial policy proposals (by structure elements);
- Monitoring adherence to the budget and reporting the deviations from the monthly/quarterly/annual plan
- Formulation of scenarios giving an overview of the company's macro indicators (e.g. turnover, capacity utilization, gross margin, etc.)
- Participation in the development of the Business Plan by providing the cost and profitability elements in relation to each manufacturing Division;
- Estimation of medium and long-term expenses of the company and their conversion to costs (i.e. breakdown of current costs by budget center and their splitting into salaries, depreciations and other expenses, estimation of the utilities consumption and distribution of expenses by cost elements);
- Monitoring and analysis of the evolution of costs and product profitability in time;
- Supervision of the development of feasibility studies by integrating all necessary information in relation to targets and profitability calculation, thus ensuring application of the business model;
- Supervision of the monthly/quarterly/annual analyses carried out for the product portfolio with regard to the sell-in / sell-out, evolution of the company compared to the main competitors).

08.2022-05.2023

Antibiotice S.A. Iasi, Romania

Title: Manager – Strategic Marketing Dept.

Responsibilities

- Update of the indicators included in the strategic plan of the company covering a period established by the executive management;
- Substantiation and monitoring of the evolution of the performance indicators such as gross margin, net turnover, profitability, average price, and proposal of measures for improvement;
- Development and submission for approval of marketing strategies and portfolio optimization recommendations by the line manager;
- Monitoring the evolution of the market share and reporting of nonconformities;
- Substantiation of the draft annual plans (in terms of sales sources and manufacturing) and of the proposals of commercial and marketing budgets for the local market correlated with the annual draft business plan and income & expenditure budget of the company taking into account the objectives deriving from the strategic plan;
- Supervision of the assessment of the product portfolio and of the formulations of product sales and sales efficiency strategies;
- Substantiation of the feasibility studies in regard to the market and the cost and profitability elements.

07.2020 - 08.2022

Antibiotice S.A. Iasi

Title: Operational Marketing Manager – Strategic Marketing Dept.

Responsibilities

- Supervision of the pharma market analyses (in terms of size, trends, evolution of competing products and companies), overall evolution of Antibiotice's product portfolio;
- Formulation and proposal of scenarios for the evolution of the market and the company based on the analyzed collected data;
- Development of the short, medium and long-term sales plan;
- Monitoring of the evolution of product profitability and formulation of proposals for improvement;
- Estimation of the budget by structural elements;
- Monitoring of the price of the products and proposal of optimization measures for this indicator;
- Formulation of proposals concerning the assimilation of new products in the portfolio, in cooperation with the product management team.

04.2019 – 07.2020

Antibiotice S.A. Iasi

Title: Head of Marketing Strategies Dept.

Responsibilities

- Supervision of the pharma market analyses (in terms of size, trends, evolution of competing products and companies), overall evolution of Antibiotice's product portfolio;
- Formulation and proposal of scenarios for the evolution of the market and the company based on the analyzed collected data;
- Development of the short, medium and long-term sales plan;

- Monitoring of the evolution of profitability for the assigned products and formulation of proposals for improvement;
- Estimation of the commercial budget by structural elements;
- Monitoring of the price of the products and proposal of optimization measures for this indicator;
- Formulation of proposals concerning the assimilation of new products in the portfolio, in cooperation with the product management team.

07.2014 – 04.2019

S.C. Antibiotice S.A. Iasi

Title: Market Specialists Coordinator - Strategic Marketing Dept.

Responsibilities

- Supervision of the pharma market analyses (in terms of size, trends, evolution of competing products and companies), overall evolution of Antibiotice's product portfolio;
- Formulation and proposal of scenarios for the evolution of the market and the company based on the analyzed collected data;
- Development of the short, medium and long-term sales plan, together with the product manager;
- Monitoring of the evolution of profitability for the assigned products and formulation of proposals for improvement;
- Estimation of the budget by structural elements;
- Monitoring of the price of the products in the portfolio and proposal of optimization measures for this indicator;
- Formulation of proposals concerning the addition of new products to the portfolio, in cooperation with the product management team.

04.2012 – 07.2014

S.C. Antibiotice S.A. Iasi

Title: Head of Marketing Office

Responsibilities

- Coordination of the development of the tactical marketing plan, policy and strategies (and their rectification), in cooperation with the structures involved in their implementation;
- Implementation of the tactical marketing plan;
- Conducting of the market internal and external audit;
- Participation in the formulation of communication and product promotion strategies;
- Participation in the performance of the product sales forecasts;
- Preparation of the standard and special offers for the company's products and analysis of their impact.

01.2011 – 04.2012

S.C. Antibiotice S.A. Iasi

Title: Market Specialists Coordinator – Strategic Marketing Dept.

Responsibilities

- Competitive analysis and monitoring of ointments and products for injection;
- Development of the short, medium and long-term sales plan, together with the product management team;
- Monitoring of the evolution of profitability for the assigned products and formulation of proposals for improvement;

- Estimation of the budget by structural elements;
- Monitoring of the price of the products in the portfolio and proposal of optimization measures for this indicator;
- Formulation of proposals concerning the addition of new products to the portfolio, in cooperation with the product management team.

09.2006 – 01.2011

S.C. Antibiotice S.A. Iasi

Title: Markey Analyst – Strategic Planning Dept.

Responsibilities

- Competitive analysis and monitoring (marketing audit) of the products belonging to the therapeutic classes of *Digestive Tract* and *Cardiovasculars*;
- Formulation of proposals for portfolio efficiency;
- Monitoring of the price of the products in the portfolio and proposal of optimization measures;
- Identification of potential international cooperation projects for the assimilation of new products;
- Conducting of feasibility studies for the products selected to be manufactured in cooperation with other companies.

01.2006 – 09.2006

S.C. Antibiotice S.A. Iasi

Title: Marketing Assistant – Market Analysis and Strategic Planning Dept.

Responsibilities

- Competitive analysis and monitoring of products purchased and brought from other manufacturing sites;
- Monitoring of competitors and legislative changes.

09.2005 – 01.2006

S.C. Antibiotice S.A. Iasi

Title: Marketing Assistant – Marketing Dept.

EDUCATION

2000 – 2005: “A.I. Cuza” University of Iasi, Faculty of Economics and Business Administration, specialization Banks and Stock Exchanges

1996 – 2000: “Vasile Alecsandri” Theoretical Highschool, Bacau, Mathematics & Physics studies

Attendance at different training courses and seminars on Time Management, Marketing, Strategic Thinking, Microsoft Office Specialist