

Curriculum Vitae

Full name: Mădălina - Anca BONIFATE

Address: _____

Phone: _____

E-mail: _____

Date of birth: _____

Professional experience:

- **04.11.2025 - present | Management Consultant - Medimfarm Topfarm S.A. Ploiești**
 - translating the strategy approved by the Board of Directors into operational objectives for executive management and monitoring their implementation;
 - evaluating executive management performance by analyzing financial, operational and human resources indicators and reporting directly to the Board of Directors;
 - identifying and assessing strategic, operational and compliance risks and making recommendations to the Board of Directors and executive management;
 - preparing periodic reports for the Board of Directors on company performance, identified risks and development opportunities;
 - monitoring strategic projects with significant organizational impact and reporting progress to the Board of Directors;
 - analyzing pharmaceutical market trends and assessing their impact on the company's operations;
 - identifying opportunities to improve operational efficiency and optimize the organization through the analysis of internal processes;
 - developing and reviewing internal policies and procedures to align executive management activities with company standards and applicable legal requirements;
 - advising executive management and the Board of Directors on strategic decision-making.

- **2015 - 02.11.2025 | Chairman of the Board of Directors - Medimfarm Topfarm S.A. Ploiești**
 - coordinating the spin-off of Medimfarm S.A. and the establishment of the new company Medimfarm Topfarm S.A. (including the transfer of contracts with state authorities to the newly established company);
 - evaluating and approving the strategic plans proposed by the company's executive management;
 - actively participating in defining the company's overall strategy: development, investments, partnerships;
 - aligning the company's commercial strategy with the objectives set by the shareholders;
 - approving, together with the other Board members, the company's financial reports, the Annual Revenue and Expenditure Budget and the Investment Plan, and projects involving acquisitions or disposals of assets, mergers and demergers;
 - evaluating the company's financial performance and approving financial optimization measures;
 - overseeing the company's compliance with applicable legal requirements.

- **2006 - 31.12.2024 (until the completion of the merger by absorption into Medimfarm Topfarm S.A. Ploiești) | Chairman of the Board of Directors - Medimfarm S.A. Ploiești**
 - evaluating and approving the strategic plans proposed by the company's executive management;
 - actively participating in defining the company's overall strategy: development, investments, partnerships;
 - aligning the company's commercial strategy with the objectives set by the shareholders;
 - approving, together with the other Board members, the company's financial reports, the Annual Revenue and Expenditure Budget and the Investment Plan, and projects involving acquisitions or disposals of assets, mergers and demergers;
 - evaluating the company's financial performance and approving financial optimization measures;
 - overseeing the company's compliance with applicable legal requirements.

- **August 2005 - 31.03.2026 (until the completion of the merger by absorption into Medimfarm Topfarm S.A. Ploiești) | General Manager - Infinity S.R.L. Ploiești**
 - defining and implementing the company's vision, mission and development strategy;
 - setting commercial and recruitment objectives at national and international level;

- analyzing the market and identifying expansion opportunities (new markets, products);
 - overseeing all company departments: sales, logistics, finance, legal and IT;
 - monitoring company performance based on KPIs (sales, retention, recruitment, profitability);
 - collaborating with product managers on launching competitive products (supplements, cosmetics, wellness products, etc.);
 - approving and monitoring the company's budgets, cash flow and profitability;
 - analyzing operating costs and optimizing resources.
- **August 2002 - July 2005 | Commercial Director - Medimfarm S.A. Ploiești**
 - defining and implementing the company's commercial strategy to achieve wholesale sales targets (through the sales force) and retail sales targets (through the company's own pharmacy chain and online channel);
 - adapting the company's strategy in response to competitors' actions and changes in pharmaceutical market demand;
 - establishing the company's commercial policy (discounts, payment terms, sales force incentive schemes, etc.);
 - supervising the sales team;
 - negotiating commercial agreements with manufacturers and distributors operating in the pharmaceutical market;
 - planning and monitoring sales and marketing budgets;
 - managing relationships with other pharmacy chains, hospitals and state authorities (CNAS, ANMDMR);
 - ensuring that commercial activities comply with applicable pharmaceutical legislation;
 - preparing financial reports for the shareholders and the company's Board of Directors.
- **November 2001 - July 2002 | Head of Department, A.P.A.P.S. - South Muntenia Regional Branch**
 - reviewing the economic and financial documentation of portfolio companies;
 - reviewing and approving privatization files for companies in the Branch's portfolio;
 - approving the price and method of sale of state-owned shareholdings in portfolio companies;
 - participating in the privatization of portfolio companies (auctions, direct negotiations);

- negotiating and signing privatization agreements;
 - conducting post-privatization analyses and verifying compliance with obligations established under privatization agreements;
 - participating in the sale of assets owned by portfolio companies (auctions, direct negotiations);
 - organizing and overseeing the Branch's accounting activities.
- **January 2001 - October 2001 | Expert, A.P.A.P.S. - South Muntenia Regional Branch**
 - **June 1998 - December 2000 | Expert, State Ownership Fund - Prahova Territorial Directorate**
 - **November 1994 - May 1998 | Specialist, State Ownership Fund - Prahova Territorial Directorate**
 - collecting and analyzing economic and financial documentation relating to portfolio companies;
 - preparing reports for the Steering Committee based on updated economic and financial *information on portfolio companies*;
 - analyzing documentation prepared by companies undergoing privatization (articles of incorporation, financial statements, audit reports);
 - preparing privatization files for portfolio companies;
 - participating in the privatization of portfolio companies (auctions, direct negotiations);
 - conducting post-privatization analyses and verifying compliance with obligations established under privatization agreements;
 - participating in the sale of assets owned by portfolio companies (auctions, direct negotiations).
 - **September 1991 - October 1994 | Programmer - UPETROM S.A. Ploiești**
 - analyzing data flows in collaboration with the Finance and Accounting Department;
 - developing and maintaining internal applications based on requirements from the Finance and Accounting Department;
 - monitoring, managing and querying financial databases;
 - creating customized reports;
 - implementing legislative changes in the applications developed.

Foreign languages:

- English - Intermediate (written and spoken)
- French - Intermediate (written and spoken)

Education:

- 1997 - 2001 | Petroleum-Gas University of Ploiești, Faculty of Letters and Sciences - Accounting and Management Information Systems (graduation exam average: 9.80/10);
- 1986 - 1991 | Bucharest Polytechnic Institute, Faculty of Precision Mechanics - Computing and Automation Equipment (diploma exam average: 10.00/10);
- 1982 - 1986 | "Mihai Viteazul" High School, Ploiești - Mathematics and Physics (Baccalaureate exam average: 10.00/10).