Curriculum Vitae	
Curriculum Vitae Europass	
Personal information	
Name / Surname	**Nicula Dana Laura**
Address	Str Biruinței, nr 29, Popești Leordeni, Ilfov County, Romania
Phone	0040726182533
E-mai	nicula.dana@gmail.com
Birth Date	02/12/1989

Professional experience	Experienced profesional with over 10 years in the tech industry supporting telecomunications, eCommerce, insurance and anti fraud business..Demonstrated expertise in driving product development, managing cross-functional teams, and delivering secure, scalable, and high-performance services. Adept at translating business requirements into technical specifications and ensuring product alignment with market demands.
	
	 Strong program and project management professional, with a Research Doctorate focused in Organizational Cybernetics and Statistics from Bucharest University of Economic Studies.
	
	 - **Team Lead of Business and Data Analysis team** (October 2023 – present)
	
	   - Lead a team of 12 business analysts in delivering projects across various domains, ensuring alignment with business objectives and timelines.
	   - Mentor and develop team members, providing guidance on best practices, career development, and performance improvement.
	   - Facilitate workshops and meetings with stakeholders to identify business needs and translate them into actionable requirements.
	   - Collaborate with project managers and technical leads to prioritize tasks and manage project scope.
	   - Implement process improvements to enhance the efficiency and effectiveness of the business analysis function.
	   - Conduct regular performance reviews and provide constructive feedback to team members.
	 - **Business Analysis and Solution Design Senior Associate, Allianz Services** (July 2022 – present)
	   - Requirements gathering, business process analysis, and facilitating user-centric design for intuitive, SQL-free, drag-and-drop rule definition interfaces.
	   - Conduct detailed business process analysis to identify potential fraud scenarios and develop corresponding rules and workflows.
	   - Work closely with UX/UI designers to ensure the interface is intuitive and meets the needs of non-technical end users.
	
	 - **Teaching assistant at ASE, Faculty of Cybernetics, Statistics and Economic Informatics** (01/10/2016 – present)
	
	   - Deep understanding of systems theory, feedback loops, and control mechanisms.
	   - Proficiency in modeling dynamic systems and using simulation tools.(Netlogo, Matlab)
	   - Interdisciplinary Approach: Knowledge of how cybernetics applies across various fields such as biology, engineering, and social sciences.
	   - Understanding of AI and ML principles, especially in the context of adaptive systems and decision-making processes.
	   - Optimization Techniques: Expertise in linear programming, nonlinear programming, and integer programming.
	   - Statistical and Probability Methods: Knowledge of statistical analysis, probability theory, and stochastic processes.
	   - Decision Analysis: Skills in decision theory, game theory, and multi-criteria decision-making.
	   - Simulation and Modelling: Proficiency with simulation models, Monte Carlo methods, and discrete-event simulation. (R, SPSS,Eviews)

- **Digital Architect and Chief Product Owner** at TEILOR (november 2020 – July 2022) - Leading a team of 10 people.

  - Lead the end-to-end product lifecycle of eCommerce ecosystem from ideation to deployment and maintenance.
  - Oversee incident management and problem resolution processes, reducing downtime and improving response times.
  - Collaborate with stakeholders to define product vision, roadmap, and growth opportunities for all Vodafone Romania digital Assets.
  - Prioritize and manage product backlog, ensuring timely delivery of high-quality features.
  - Conduct market research and competitive analysis to inform product strategy and positioning.
  - Define and analyse key performance metrics to drive product improvements and adoption.
  - Coordinate with engineering, QA, and UX/UI teams to deliver seamless and user-friendly experiences.
  - Develop detailed user stories, acceptance criteria, and documentation for development teams.

- **Product Owner at Vodafone** (September 2017 – November 2020) – Squads : **MyVodafone**, Vodafone Shake, eCommerce Backend Squad, Mystery Box, **Single Sign On** , NetPrimesti. – Besides the squads I worked with, I also had 3 direct reports.

  - Managed the development and launch of identity and access management solutions, including SSO services.
  - Managed cross-functional teams to ensure alignment with business goals and technical feasibility.
  - Conducted risk assessments and compliance audits to adhere to industry standards and regulations.

  Received company Awards for outstanding performance in technical product   management at company level and one from Vodafone Group

- **Customer Experience Insights Analyst** (15/06/2017 – 15/09/2017) Vodafone Romania

- **Product Manager - Avaya and IVR (Contact Center Solutions) –** Vodafone România (august 2014 – june 2017)

  - Developed software applications, modules, and integrations using Avaya and Nortel technologies to meet customer needs and project requirements.
  - Conducted system analysis, troubleshooting, and debugging to identify and resolve technical issues and ensure software quality and performance.
  - Collaborated with cross-functional teams, including business analysts, engineers, and QA testers, to deliver high-quality and scalable solutions on time and within budget.
  - Provided technical support and assistance to customers, partners, and internal teams, resolving issues and ensuring customer satisfaction.
  - Participated in product planning meetings, providing technical input on feature prioritization, implementation strategies, and project timelines.
  - Conducted code reviews, performance analysis, and optimization to improve software quality, reliability, and maintainability.

- **Career Advisor and department lead at Universitatea "Dunărea de Jos" din Galaţi** (20.03.2013 – 04.07.2014).

- **Chief accountant** (April – september 2012) - Ministry of Foreign Affairs. (Lead a team of 5 accountants)

- **Team Lead – Programs, Projects Division** – (mai 2011 - April 2012) – Ministry of Foreign Affairs. (Lead a team of 3 people)

- President of SiSC - Student NGO for 2 years (NGO - Sindicatul Studenților din Cibernetică)

	2009-2011 https://sisc.ro/
Education and Training	**PhD in Cybernetics and Economic Statistics**, Bucharest University of Economic Studies (2015 – present)
Main subjects studied/professional skills acquired	Business process modelling (UML, BPMN, R, SPSS, NETLOGO), Game Theory, Decision Theory, Operational Research
Education and Training	**Master's degree – IT systems for Resource Management (2013 – 2015)**
Main subjects studied/professional skills acquired	Modelling languages (UML – class diagram, state diagram, activity diagram, use case diagram), E-business (HTML, CSS, XML, XSTL, SEO Optimization, AdWords Campaign Creation), Algorithm efficiency analysis, Advanced Object Technologies (C#), IT Project Management (Microsoft Project 2013)
Education and Training	**Faculty of Cybernetics, Statistics, and Economic Informatics, Bucharest University of Economic Studies** 2008 - 2011
Main subjects studied/professional skills acquired	Game Theory, Decision Theory, Operational Research, Economics and Risk Management, Probability, Statistics I and II, Econometrics, Data Analysis, Information Economics, Microeconomics, Macroeconomics, Management, Audit, Accounting, Algebra, Mathematical Analysis.
Personal skills and competences	
Native language	**Romanian**
Foreign Languages	

Selfapraisal	Understanding				Speaking				Writing	
Nivel european (*)		Listening		Reading		Conversation		Speech		
English	C1	Experienced user	C1	Experienced user	C1	Experienced user	C1	Experienced user	C1	Experienced user
French	C2	Independent user	C2	Independent user	C2	Independent user	C2	Independent user	B1	Independent user
Spanish	C2	Independent user	B2	Independent user	C2	Independent user	B2	Independent user	B1	Independent user

Social skills and competences	Ability to adapt to multicultural environments. Clear communication skills to explain technical details to non-technical stakeholders. Effective collaboration with cross-functional teams (e.g., DBAs, network administrators, security teams). Skills to plan, coordinate, and execute upgrades and installations within defined timelines. Ability to explain complex concepts in a clear and understandable manner. Strong public speaking skills developed during lecture delivery. Ability to write research papers and articles for academic journals. Skills in presenting research findings at academic conferences.
Organisational skills and competences	Leadership, attention to details, experience in project writing and project management in both the public and private sectors. Ability to anticipate potential issues and plan mitigations proactively. Skills to evaluate different solutions and choose the most effective one.
Computer skills	- Software: Jira, Confluence, Invision, Google Analytics, Adobe Analytics, Microsoft Office - Programing Languages : Html, Css, Javascript, SQL, My SQL, SAS, Eviews, C++, C#, SQL, Oracle, R. - Ability to read and understand logs, trace files, and diagnostic data - Familiarity with database backup, recovery, and patching processes. - Familiarity with command-line interfaces and shell scripting for automation.

| Volunteer activities and practice | - Study Buddy Program Allianz Services
- President of the Council of Student Organizations of the Academy of Economic Studies (2009 2011)
- ANOSR delegate in the relationship with ARACIS.
- ANOSR delegate in ESU (European Students Union)
- Internship (Consular Officer) at the Honorary Consulate of the Republic of Madagascar (March - April 2011)
- President of SiSC (Cybernetics Students' Union) (November 2009 – March 2011)
- Member of the Local Youth Council, Youth Parliament, Braila (2004 - 2008) |
| Driving Licence | Category B (from september 2010) |

Date
27.08.2024