



**Curriculum Vitae
Europass**



Personal Information

Name **IACOBESCU (POPESCU) IOANA-MARIA**

Address 24 Teilor, Valea Iaşului, 117520 Mustăţeşti (România)

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popescuim@yahoo.com

Nationality Romanian

Birth Date 16.03.1979

Work Experience

Period January 2024 – Present

Occupation or position held Managing Director

Main activities and responsibilities Administrator of the company
Responsible for Sales, Marketing, Human Resources, Quality Assurance
Develop and coordinate the implementation of Business Strategy. Deep dive the current landscape of the business, competitors, and existing context.
Develop and execute the Development plans. Exploring the future opportunities from a macro-economic, consumer, cultural and business perspective.
Coordination and management of the main processes and teams.
Collaborate with global teams.

Name and address of the employer Dr. Oetker RO S.R.L.
50, Albesti, 115300 Curtea de Arges (Romania)
www.oetker.ro

Type of activity or Sector Management / Food Sector

Period January 2015 – December 2023

Occupation or position held Executive Manager – Marketing

Main activities and responsibilities	<p>Coordination and management of Marketing Department and Research & Development Department.</p> <p>Develop and implement the Business Strategy. Deep dive the current landscape of the business, competitors, category and existing context.</p> <p>Develop and execute the Marketing plans. Exploring the future opportunities from a macro-economic, consumer, cultural and category/ product perspective.</p> <p>Develop and execute the Innovation Process and the New product launches plan.</p> <p>Manage the marketing budget.</p> <p>Coordination and management of the internal/external agencies.</p> <p>Measure and continuously optimize campaign performance and execution.</p> <p>Collaborate with global Marketing teams.</p>
Name and address of the employer	<p>Dr. Oetker RO S.R.L. 50, Albesti, 115300 Curtea de Arges (Romania) www.oetker.ro</p>
Type of activity or Sector	Marketing / Food Sector
Period	January 2013 – December 2014
Occupation or position held	Senior Product Manager
Main activities and responsibilities	<p>Management of main products categories at Dr. Oetker.</p> <p>Propose the categories strategy.</p> <p>Implement the marketing activities plan.</p> <p>Coordinating all new product related activities: developing the briefing for R&D for the new products development, briefing the Research Institute for new products related research (concept screening, qualitative or quantitative), coordinating the price calculation for the new product and establish the market price, coordinate the package development with creation agency, develop the promoting plan, develop the placement recommendation.</p> <p>Prepare new products launches.</p> <p>Manage budget and internal/external agencies.</p> <p>Measure and coordinate and continuously optimize communication campaign performance and execution.</p>
Name and address of the employer	<p>Dr. Oetker RO S.R.L. Str. Albesti,nr. 50, 115300 Curtea de Arges (Romania) www.oetker.ro</p>
Type of activity or Sector	Marketing / Food Sector
Period	January 2008 – December 2012
Occupation or position held	Product Manager & Consumer Relationship Manager
Main activities and responsibilities	<p>Management of 2 product categories at Dr. Oetker: Frozen pizza, Chilled desserts.</p> <p>Propose the categories strategy.</p> <p>Implement the marketing activities plan.</p>

	<p>Develop the communication plan, develop the products placement recommendation.</p> <p>Management of the categories budget and coordinating the internal/external agencies.</p> <p>Measure, coordinate and continuously optimize communication campaign performance and execution.</p> <p>Coordinate all Consumer Relationship activities:</p> <p>Corporate Social Responsibility - creating the partnership with SOS Children Villages and implement all annual planned activities.</p> <p>Public Relations - keeping the contact with PR agency and create communication for all new product launched and all-important company communication in press.</p> <p>Direct Marketing - coordinate all activities related to Consumer Data base Management. Create communication to consumer according communication plan.</p> <p>On-line - coordinate all activities related to the corporate website and Social Media communication.</p> <p>Back Club - coordinate the direct communication with the consumers from our internal database.</p>
Name and address of the employer	<p>Dr. Oetker RO S.R.L. Str. Albesti,nr. 50, 115300 Curtea de Arges (Romania) www.oetker.ro</p>
Type of activity or Sector	Marketing / Food Sector
Period	January 2005 – December 2007
Occupation or position held	Junior Product Manager
Main activities and responsibilities	<p>Management of 3 product categories at Dr. Oetker: Frozen pizza, Chilled desserts, Soya Products.</p> <p>Implement the marketing activities plan.</p> <p>Develop the communication plan, develop the products placement recommendation.</p> <p>Manage budget and internal/external agencies.</p> <p>Measure and coordinate and continuously optimize communication campaign performance and execution.</p> <p>In 2007, coordinate all activities regarding the business development after Inedit brand acquisition.</p> <p>In 2005 coordinate, create and publish in Romania of: Dr. Oetker Developing the Dr. Oetker Recipe book - Retete de succes.</p> <p>Coordinate all promoting activities for book selling.</p>
Name and address of the employer	<p>Dr. Oetker RO S.R.L. Str. Albesti,nr. 50, 115300 Curtea de Arges (Romania) www.oetker.ro</p>
Type of activity or Sector	Marketing / Food Sector
Period	September 2003 – December 2004
Occupation or position held	Marketing Trainee

Main activities and responsibilities	On-line activities responsible - coordinate all activities related to the corporate website. Develop and edit the html code for internet pages creation. Coordinate the direct communication with the consumers: by mail or on the phone. Coordinate the packages layout development with creation agency and printing houses for all products in portfolio.
Name and address of the employer	Dr. Oetker RO S.R.L. Str. Albesti,nr. 50, 115300 Curtea de Arges (Romania) www.oetker.ro
Type of activity or Sector	IT / Software
Period	September 2002 – May 2003
Occupation or position held	Software analyst – Quality assurance of developed software products
Main activities and responsibilities	Software Testing for all new developed modules. Creating reports for Software quality assurance Department. Keeping direct contact with B2B clients.
Name and address of the employer	EuroSystemDevelopment Brasov (Romania)
Type of activity or Sector	IT
Period	Septembrie 2001 – August 2002
Occupation or position held	Computer Science Teacher
Main activities and responsibilities	Teaching computer science to all high school grades according to school programs: - Pascal, C++ programming - HTML editing / programming
Name and address of the employer	Pedagogic High School "Andrei Mureșanu", Brașov (România)
Type of activity or Sector	Învățământ
Education	
Period	October 2020 - Present
Qualification / Diploma	PHD Student, Business Administration
The main disciplines studied / professional skills acquired	Business Administration / Increasing performance in Business through Innovation and Design - opportunities and risks / Development of a model for evaluating and monitoring the performance generated by innovation in the field of food production Researcher ID / ORCID: 0000-0003-3520-2748 https://orcid.org/0000-0003-3520-2748 /
Name and type of educational institution / training provider	Academy of Economic Studies Bucharest/ ASE Bucuresti Business Administration
Period	October 2004 - June 2006
Qualification / Diploma	Master in Communication and Public Relation
The main disciplines studied / professional skills acquired	Communication Theory / Media and Society / Geopolitics / Audio-visual communication / Advertising / Advertising / Public

	discourse analysis / Organizational communication / Image crisis management / Political marketing / Public relations / Writing and editing techniques in public relations / Image analysis of organizations. Dissertation with the topic: "Innovation, a key performance indicator for developing a business"
Name and type of educational institution / training provider	SNSPA Brasov Communication and Public Relation Faculty Master ID
Period	October 1997 - June 2001
Qualification / Diploma	Bachelor's degree in Mathematics and Informatics
The main disciplines studied / professional skills acquired	Superior Mathematics / School Psychology / Pedagogy Bachelor's thesis on Artificial Intelligence
Name and type of educational institution / training provider	"Transilvania" University of Braşov Science Faculty Mathematics and Informatics
Period	September 1993 - June 1997
Qualification / Diploma obtained	Informatics / Computer Science
Name and type of educational institution / training provider	Theoretic "Axente Sever" High School, Medias
Results of researches, publications	Dissertation with the topic: "Innovation, a key performance indicator for developing a business" Jurconi, A., Ioana Maria POPESCU (IACOBESCU) , Manea, D.I., Mihai, M., and Pamfilie, R. - <i>The Impact of the "Green Transition" in the Field of Food Packaging on the Behavior of Romanian Consumers.</i> , Amfiteatru Economic, Vol.24, Nr.60, 2022, pp. 395-409., ISSN: 1582 - 9146 POPESCU (IACOBESCU), I.M. , Zavatin (Chilea), I., Manea, D.I., Pamfilie, R. and Jurconi, A., 2024. <i>Adapting the Competences of the Employed Personnel in the Context of the Integration of Artificial Intelligence in Organisations.</i> Amfiteatru Economic, Vol. 26, Nr.67, pp. 817-831., ISSN: 1582 - 9146 Ioana Maria POPESCU (IACOBESCU) , Rodica Pamfilie, Stelian Olaru. <i>Commonalities and Dissimilarities in the Process of Innovation Management. A Comparable Perspective Based on Business Size</i> "Ovidius" University Annals, Economic Sciences Series Volume XXIII, Issue 1 /2023, pp 762 - 767., ISSN 2393 - 3127

Alexandru Jurconi, Rodica Pamfilie, **Ioana Maria POPESCU (IACOBESCU)** - *Proposing an Algorithm for Communication Planning Applicable to Investor Relations in the Realm of Sustainable Innovation*. *The International Journal of Business Management and Technology*, Volume 6 Issue 4 July-August 2022, pp. 71-78. ISSN: 2581-3889

Participation at BASIQ 2021 Conference „New Trends in Sustainable Business and Consumption” 3-5 iunie 2021.

Popescu (Iacobescu), I., 2021. *Innovation matters everywhere*. In: R. Pamfilie, V. Dinu, L. Tăchiciu, D. Pleșea, C. Vasiliu eds. 2021. 7th BASIQ International Conference on New Trends in Sustainable Business and Consumption. Foggia, Italy, 3-5 June 2021. Bucharest: ASE, pp. 939-945

DOI: 10.24818/BASIQ/2021/07/117

<https://www.conference.ase.ro/wp-content/uploads/2021/08/BASIQ-2021-Conference-proceedings.pdf>

Participation at BASIQ 2022 Conference “New Trends in Sustainable Business and Consumption”, 25-27 May 2022, Graz, Austria

Popescu (Iacobescu), I.M., Jurconi, A., Bumbac, R. and Pamfilie, R., 2022. *Designing a Communication Model for Sustainability in the Post – Pandemic Era*. In: R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, L. Tăchiciu eds. 2022. 8th BASIQ International Conference on New Trends in Sustainable Business and Consumption. Graz, Austria, 25-27 May 2022. Bucharest: ASE, pp.695-702. DOI: 10.24818/BASIQ/2022/08/092

<https://www.conference.ase.ro/wp-content/uploads/2022/07/BASIQ-2022-Conference-Proceedings-1.pdf>

Participation at BASIQ 2023 Conference “New Trends in Sustainable Business and Consumption”, 8-10 June 2023, Constanța, Romania

Popescu (Iacobescu), I., Zavatin (Chilea), I., Pamfilie, R. and Olaru, S. 2023. *A SWOT Analysis of the Romanian Food Industry’s Approach to Innovation*. In: R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, L. Tăchiciu eds. 2023. 9th BASIQ International Conference on New Trends in Sustainable Business and Consumption. Constanța, Romania, 8-10 June 2023. Bucharest: ASE, pp. 606-613. DOI: 10.24818/BASIQ/2023/09/073

<https://www.conference.ase.ro/wp-content/uploads/2023/05/BASIQ-2023-Conference-proceedings.pdf>

Participation at BASIQ 2024 Conference “New Trends in Sustainable Business and Consumption”, 6-8 June 2023, Almeria, Spain.

Popescu (Iacobescu), I.M., Pamfilie, R., Zavatin (Chilea), I. and Ștefănescu (Lupu), R., 2024. Metrics for Measuring Innovation in Food Industry Enterprises from Romania: Key Performance Indicators. In: R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, L. Tăchiciu eds. 2024. 10th BASIQ International Conference on New Trends in Sustainable Business and Consumption. Almeria, Spain, 6-8 June 2024. Bucharest: Editura ASE, pp. 480-487.
DOI: 10.24818/BASIQ/2024/10/043

Membership in Professional Organizations

Member in the Directorial Board of ROMALIMENTA, Dr. Oetker representant

Social and Cultural activities

Coordinating the interaction activities with children and mothers from the SOS Children's Villages Organization (facilitating the financing of the expenses of an SOS house for a year, participating in the interaction with mothers and children within the activities of: preparing cakes, painting Easter eggs, preparing jams and pickles, prepared and decorated cookies for Christmas, etc.)

Supervising the actions to promote the involvement of the Dr. Oetker brand in the organization of tennis tournaments for juniors from Curtea de Arges and Bucharest whose main partner is Dr. Oetker (Fed Cup Junior, Dr. Oetker Junior Trophy, Arges Cup, Vitalis Cup, Victor Hanescu Cup s.a.)

Implementation of the ecological and environmental education campaign "Mugur de Verde", among primary school students, initiated by Dr. Oetker in partnership with the magazine "Infomediul Europa", with the support of the Agency for Environmental Protection Arges.

Coordination of activities for the participation of Dr. Oetker staff in the "Planting good deeds" Campaign

Personal skills and competences

Native language

Romanian

Foreign languages

European Level ()*

English

Francais

German

Understanding		Talking		Writing
Listening	Reading	Conversation	Oral Speech	
C2	C2	C2	C2	C2
B1	B1	A2	A2	B1
B1	B1	B1	B1	B1
Goethe Certificate B1				

() Common European Framework of Reference for Languages*

Social skills and competences	Team spirit, the ability to build relationships based on trust and empathy, ability to communicate constructively, skills active listening and counseling, the ability to mediate interpersonal relationships.
Organizational skills and competences	Leadership skills, the ability to develop strategies on previously analyzed contexts, the ability to elaborate and implement a project, the ability to coordinate working teams, the ability to take the initiative and to respond positively to crisis situations, to manage interindividual differences in work actions. Training, counseling, and evaluation skills
Computer skills and abilities	Information processing: advanced user Communications: advanced user Content creation: advanced user Computer operation: Word, Excel, PowerPoint, Outlook, SAP: advanced user
Driving license	Cat. B since 1997

20.08.2024

