



CURRICULUM VITAE

Dănuț Trifu

E-mail:

ACADEMIC BACKGROUND

- 2020 – 2025 University of Economic Studies, Bucharest, Ph.D. in Marketing
- 2009 – 2013 Chartered Financial Analyst, CFA Institute
- 1996 – 1997 Canadian MBA Program, UQAM Montreal – University of Economic Studies, Bucharest
- 1991 – 1997 Sociology Faculty, University of Bucharest
- 1990 – 1995 Faculty of Business Administration in Foreign Languages, University of Economic Studies, Bucharest
- 1993 - 1994 Full-year exchange student at the University of Limburg, Maastricht, The Netherlands (Business Faculty, thanks to a TEMPUS scholarship)

SELECTED PUBLISHED ARTICLES, AWARDS, AND ACCOMPLISHMENTS

- Attention, Exposure Duration, and Emotions: Increased Pleasure and Habituation, *International Journal of Management*, 2025
- The Harder It Is to Find, The Less We Like It; At Least, We Say So, *International Journal of Marketing and Human Resource Management*, 2025
- Extra Time and Focus Do Not Help to Achieve A More Accurate Visual Perception for a Few-Second Interval, *International Journal of Marketing and Human Resource Management*, 2025
- Advanced Neuromarketing, Neurons Academy, Copenhagen, 2020
- Neurons, Synapses and the Brain, Coursera – Hebrew University, 2020
- Neuromarketing Toolkit, Coursera – Copenhagen Business School, 2020
- Visual Perception and the Brain by Duke University on Coursera, 2019
- The Science of Well-Being, Coursera – Yale University, 2019
- Consumer Neuroscience and Neuromarketing, Coursera – Copenhagen Business School, 2019
- Neuroeconomics: How the brain makes decisions, Coursera – National Research University - Higher School of Economics, Moscow, 2018
- Neurobiology of everyday life, Coursera – University of Chicago, 2018
- Psychology of popularity, Coursera – The University of North Carolina, 2018
- First Prize, WIFI Institute, Vienna, Financial Management Course, 1999
- Merit-based internship in Montreal with Louis Parent Developpement Corporatif Inc., 1997

RELEVANT PROFESSIONAL EXPERIENCE

2002 – present: Founder of Consultapro (www.consultapro.ro)

Consultapro is a boutique Consultancy and Management company. Since 2018, its primary focus has been on neuroscience applications in Marketing, Career Planning, and Organizational Development. However, other recent projects included restructuring, turnaround, and development for companies with sales ranging from a few million euros to several hundred million euros. It is also involved in producing a device according to the patent issued by OSIM in 2025.

March 2015 – July 2018: Executive Vice President, Vel Pitar S.A. (NCH Group)

After several years of flat to decreasing indicators, the company's EBITDA rose at a rate of more than 40% annually. We optimally financed investments exceeding EUR 50 million. At the same time, the weight of labor costs in sales decreased steadily, and the average salary for the 3,000 employees increased more than in the overall Romanian economy. Sales increased at an average rate of 10% per year, fueled by a 60% yearly increase in Marketing and Trade Marketing budgets. My main area of responsibility was Marketing, but I also coordinated Finance and Human Resources.

2007- 2015: Executive Vice President, Grivco Group

Grivco was one of the top five Romanian Business Groups, active in several industries such as media (Antena Group, Jurnalul National, Financiarul), printing (Intact), and trading (Grivco S.A.). My responsibilities included valuation, data room preparation, and negotiation of M&A deals, the introduction of corporate governance elements at group and company level, setting up and managing new companies to rebalance the group's portfolio, and arranging and implementing improved financing. My favorite project was setting up and directly managing Smart Food Solutions (green-field project); its Savoria brand had become the Romanian market leader in its segment in four years, 2011-2014 (as turnover, with EBITDA margin superior to average). I directly organized and supervised all major areas, from Production and Maintenance (including night shifts) to Marketing, Sales, and Reporting. I also set up Direct Home Delivery SRL, an online FMCG shop.

2002-2007: Executive Vice President, Vel Pitar S.A. (NCH Group)

Vel Pitar is one of the largest FMCG producers in Romania, formed by merging several companies and building new facilities. I coordinated Strategy, Finance, and Business Development.

2002: Strategy Director, Lafarge Aggregates and Concrete Romania

1999 – 2002: General Manager, S.C. Berceni S.A (NCH Group)

I was appointed immediately after the company's privatization. We had to reshape all critical functions, from Logistics and Manufacturing to Sales and Business Intelligence. The first-year turnaround program moved the company from virtual bankruptcy to a 25% increase in sales (to 10 USD million) and a 20% decrease in employees number (to 700). Subsequent years consolidated these results, Berceni becoming the national market leader and hiring more than 1000 employees.

1998 – 1999: General Manager, Active Management International

Set up and run three mutual funds (Active Dinamic, Clasic, and Junior). They were top performers during that period, as certified by the custodian, ABN-AMRO Bank, and press releases. AMI was jointly held by the Romanian Post Company and NCH Group.

1997 – 1998: Investment Advisor, Bucharest Equity Research Group

BERG was a buy-side research boutique; I channeled portfolio investments of USD +20 million.