



## Ionuț - Florin Zamfir

### ABOUT ME

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Passionate about management and leading people with proven skills of leadership and building trust. Balanced, self-driven and self-reliant, able to build and implement sophisticated plans to support business needs. Able to think creatively and solve complex challenges, transforming them into successes.

I like to lead by example with a collaborative approach and good interpersonal skills, engaging, motivating efficiently, and encouraging others through change.

### MANAGEMENT AND LEADERSHIP SKILLS

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#### Skills

- Leadership – successful coordination, motivation and coaching of teams as Chief Commercial Officer, Regional Sourcing Manager or Head of Sourcing
- Challenging myself to think more creatively and to find innovative solutions in several projects (Outdoor, Ladders, Footwear, doors, yearly negotiations etc.)
- Building efficient teams- Recruit to fit and conditioning subordinates to excel
- Motivation and teamwork – act like a catalyst and easily create a bridge between colleagues or departments
- Empowering colleagues to be their best and go beyond
- Being results focused
- Building trust naturally with colleagues, vendors or clients
- Communicating messages clearly and concisely which brings a high level of efficiency in my teams
- Assessing needs accurately, communicating my requirements clearly and compromising effectively to deliver great results in negotiations

### WORK EXPERIENCE

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[ 01/09/2022 - Current ]

#### Head of Sourcing Office South-East Asia/ Chief Representative

*Kingfisher PLC*

City: Ho Chi Minh City | Country: Vietnam

- Creating and implementing an outstanding strategy in South-East Asia with the scope of reducing dependencies, delivering cost reductions, and implement sustainable products
- Managing a large-scale vendor discovery & benchmark program to identify all the potential vendors from South- East Asia
- Obtaining a 5.3% cost reduction on overall business thru re-sourcing, dual-sourcing, container optimisation, MOQ/MOV reduction, packaging improvements
- Team reorganisation and recruiting to fit
- Implementing a new business culture that will lead to operational excellence.
- Group Stakeholder Engagement, Collaboration and Trust Building
- Budgeting, cost controlling and assuring group policies implementations

[ 01/09/2019 - 01/09/2022 ] **Regional Sourcing Manager (Balkans, Eastern Europe, Middle East)**

*Kingfisher PLC*

City: Bucharest | Country: Romania

- Developing Tools & Hardware category for Kingfisher in a wider area (38 countries from Balkans, Eastern Europe, Middle East)
- Leading Tools & Hardware international sourcing teams from Bucharest, Warsaw and Istanbul to over-deliver the business KPIs and plans
- Creating and implementing category strategy in the regions
- Managing a large-scale vendor discovery & benchmark program in order to identify all the potential vendors for Kingfisher's Operational companies
- Leading a strategic development and onboarding low-cost producers as a driver of company's cost price reduction
- Delivering outstanding CPR (-12%) YoY and successfully deliver on time in full, even during Covid period

[ 01/10/2018 - 01/09/2019 ] **Regional Sourcing Manager (Balkans)**

*Kingfisher PLC*

City: Bucharest | Country: Romania

- Providing leadership for local and unified sourcing teams from Balkans
- Being accountable for more than Eur 120 M purchases
- Obtaining an overall cost price reduction of Eur 3.6 M
- Creating synergies on categories and reduce the number of suppliers by 24%
- Managing strategic sourcing initiatives and maintain liaison with Q&A, Supply Chain and Operations
- Leading the final negotiations with top 20 vendors and advise on negotiation strategies for remaining ones

[ 01/01/2018 - 01/09/2018 ] **Product Sourcing Manager (Balkans)**

*Kingfisher PLC*

City: Bucharest | Country: Romania

- Managing Kingfisher (International) and BricoDepot Romania (Local) vendor portfolio and responsible for purchasing from suppliers based in Balkans
- Being accountable for Eur 23M purchases
- Developing 6 Kingfisher own branded products and deliver them on time and in full in UK, France, Poland, Spain, Russia & Romania
- Leading negotiation processes with more than 40 vendors and delivering sustainable cost price reduction from 5% to 12%
- Working efficiently in a multi-cultural matrix organisation with colleagues from different departments: Global Sourcing, Range, Supply Chain, Quality
- Developing quality and production knowledge by visiting over 20 factories

[ 01/04/2017 - 31/12/2017 ] **Tender Analyst (Balkans)**

*Kingfisher PLC*

City: Bucharest | Country: Romania

- Managing, promoting, supporting and running Neogrid events across multiple spend categories, multiple operating companies within the Kingfisher Group
- Performing analytical support on tenders in terms of industries, trades and suppliers
- Re-designing local tendering processes
- Gaining deep knowledge of products under regional scope
- Managing internal relationship across multiple functional areas within Group

[ 01/09/2014 - 01/04/2017 ] **Chief Commercial Officer**

*VP Holding Management System SRL*

City: Bucharest | Country: Romania

- Developing the business and doubled the business (+ more than 15M Euro)
- Planning, organizing and coordinating the activity of five departments: Sales, Public Tendering, Private Tendering, Procurement and Business Consulting

- Developing business strategies and optimizing the organizational processes based on analysis and redesign of management system
- Leading the development of an in-house software application through which it is possible to select national and international tender opportunities
- Identifying business opportunities and develop national and international partnerships (biggest DIY and retail players, NATO, European Union)

[ 01/02/2014 - 01/09/2014 ]

### **Tender Specialist**

*VP Holding Management System SRL*

City: Bucharest | Country: Romania

- Analysing requests for tender proposals
- Planning, organizing and coordinating several interdepartmental teams in view of submitting business proposals to private sector clients
- Analysing tender documentations and contracts
- Drawing up technical and financial proposals
- Monitoring the submission of tender applications within the deadline

[ 01/06/2013 - 01/02/2014 ]

### **Service Processing Executive**

*Orange Romania S.A.*

City: Bucharest | Country: Romania

- Ensuring rapid processing of changes related to requests of internal and external clients
- Providing assistance and support to co-workers
- Managing the specific Vantive inboxes and the EDP work flows

## **EDUCATION AND TRAINING**

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[ 01/02/2021 - 01/07/2021 ]

### **MBA ESSENTIAL**

*The London School of Economics and Political Science*

<https://www.lse.ac.uk/>

City: London | Country: United Kingdom |

[ 01/10/2016 - Current ]

### **PhD Candidate in Management**

*University of Economic Studies - Faculty of Management*

<https://ase.ro/>

City: Bucharest | Country: Romania |

[ 01/10/2011 - 06/2013 ]

### **Project Management - Master's Degree**

*University of Economic Studies - Faculty of Management*

<https://ase.ro/>

City: Bucharest | Country: Romania |

[ 01/10/2008 - 06/2011 ]

### **Management Bachelor's Degree**

*University of Economic Studies - Faculty of Management*

<https://ase.ro/>

City: Bucharest | Country: Romania |

## **LANGUAGE SKILLS**

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**Mother tongue(s):** Romanian

**Other language(s):**

**English**

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

**French**

LISTENING A2 READING A2 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*