PERSONAL INFORMATION

Denisa Elena Vlad



26-30, Dogarilor street, 2nd District, Bucharest, Romania
+40723635470
denisaelena.vlad@bcr.ro ; denisa_evl@yahoo.com

Sex F | Date of birth 02/09/1988 | Nationality Romanian

WORK EXPERIENCE

January, 2018 - Present

Business Development Manager – Private Banking Division

Erste Private Banking

Banca Comercială Română S.A., 15th, Victoriei Avenue, 3rd District, Bucharest, www.bcr.ro

- **Business development and support**: coordinates and ensures close collaboration within sales teams on specific products together with the person responsible for product portfolio management and team coordinators, assists private bankers in increasing the number of clients and resources managed in the private banking segment, contributes to the preparation of the sales plan, including market and product analysis, sales campaigns development and revenue forecasts.

- **Monitoring and reporting**: Private Banking business, target, product campaigns and quality standards monitoring. Prepares internal reports related to private banking segment activity.

- **Analysis, support and business development**: participates to Private Bankers target calculation, proposes incentive schemes to support business development on this segment, manages cost related issues for Private Banking customers and makes proposals to the head of department and direct coordinator related to performance improvement approaches. Together with the specialized departments, takes part in the internal regulations update process related to the activity of Private Banking. Analyses the economic, political, fiscal, legislative, socio-cultural environment and the changes within it that can influence the investment behaviour of the Private Banking clients and informs the Private Bankers accordingly, in order to support and develop the business.

- **Service quality and complaints monitoring:** analyses and proposes solutions for solving customer problems, mediates with tact and diplomacy the clients' requests and proposes solutions with valid arguments that satisfy their demands.

Banking and Finance

October, 2019 - Present

Associate Professor

The BUCHAREST ACADEMY of ECONOMIC STUDIES – Marketing

University Education

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November, 2014 – January, 2018

Personal Assistant – Retail and Private Banking Executive VicePresident

Banca Comercială Română S.A., 15th, Victoriei Avenue, 3rd District, Bucharest, www.bcr.ro

- Contributes to retail related projects in order to support the Retail and Private Banking VP in the daily activity and prepares market analysis and research.
- Initiates and ensures close collaboration with the Executive Directors within the Retail and Private Banking Functional Business Line and also with other internal and external entities and providers.
- Regular meetings and events management within the Functional Business Line
- Support within the Functional Business Line, providing regular updates and developing different presentations/reports/documents.
- Manages administrative issues and logistics for the VP office.

Banking and Finance

April, 2014 – October, 2014

Personal Assistant - Executive Manager - Retail Network Division

Banca Comercială Română S.A., 15th, Victoriei Avenue, 3rd District, Bucharest, www.bcr.ro

- Providing the working agenda for the executive manager and managing his contacts with all the customers inside and outside the organization.
- Ensuring the communication between the division and: the other departments in the head-quarter, the top-management of the bank, the branches within the network.
- Making projects together with the other members of the division.

Banking and Finance

December, 2011- April, 2014

Fast Area Customer Advisor

Banca Comercială Română S.A., 15th, Victoriei Avenue, 3rd District, Bucharest, www.bcr.ro

- Providing cash and non-cash transactions for the customers and potential customers (retail or corporate)
- Giving assistance regarding all the BCR products
- Promoting, selling and cross-selling BCR products and services
- Identifying clients' needs and selling opportunities for the clients and potential clients.

Banking and Finance

October, 2010 – December, 2011

Customer Care and Service Officer – ING Central Headquarters

ING BANK N.V. Amsterdam Bucharest Branch

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- Offering financial information to ING Bank customers, related to all the products and services provided by ING
- Providing assistance regarding the use of ING Bank products and services and in emergencies such as card lost
- Promoting ING Bank and its products

Banking and Finance

March, 2010 - April, 2010

Practices within the Activ Tours and Travels travel agency

Activ Tours & Travels; http://www.activtours.ro/

- Loading offers on the website of the agency
- Creating projects concerning certain countries (attractions, best time visiting, visa, exceptional conditions and other useful information).

Tourism

EDUCATION AND TRAINING

2012- 2017

DOCTOR Degree in Economics

The BUCHAREST ACADEMY of ECONOMIC STUDIES

- Business Administration

2010- 2012

Management and Marketing MASTER Degree

The BUCHAREST ACADEMY of ECONOMIC STUDIES

Management and Marketing - Bachelor's degree – 10

2007 -2010

BACHELOR Degree

The BUCHAREST ACADEMY of ECONOMIC STUDIES

International Business and Economics - Bachelor's degree – 10

2003-2007

High School Degree

"I.C.BRATIANU" NATIONAL COLLEGE PITESTI

informatics-mathematics bilingual English

(the highest admission grade in Arges county, 9.94; GED- General Equivalency Diploma- graduate, graduation average grade 9,91).

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2023, May	**Business Etiquette – Positive Presence** Trainers: Laurel Herman – Positive Presence
2023, May	**Public speaking and Social Media course** Trainers: Teodora Metiu and Monica Jitariuc
2022, October-December	**Sales Initiatives** Trainer: AAA Learning (4 modules)
2020, June	**Process Communication Model** Trainer: Paul Olteanu
2019, June	**Luxury goods marketing and sales training** Trainer: David Mardashev – business consultant, expert in luxury goods marketing and sales
2019, March	**Developing a profitable credit proposition in the new digital landscape** 1 day course – Optima Consultancy & Visa
2018, October	**Profitable Card Management** Mastercard Academy seminar; trainer Clive Leader
2017, October	**Private Banking in a Nutshell** Training in Vienna organized by Erste Group
2017, May	**Financial Education Trainer** "Scoala de Bani" ("The School of Money") Courses
2017, February	**Digital Expert** Digital Expert League" Online Training within BCR Erste Group
2016, October – 2017, February	**PR& Communication Asistant** Dalles Go Interactive Courses
2016, August	**Practices within the PR and Marketing agency Conan Public Affairs** Conan Public Affairs SRL, Bucharest, Romania www.conanpr.ro
2012, September	**"Customer activation"** Training within BCR Erste Group

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2012, August — "Customer once, customer forever"
Training within BCR Erste Group

2012, July — "Top Sales"
Training within BCR Erste Group

2012, February — "Smart Start"
Training within BCR Erste Group

2011, August — "Exceptional Customer Care"
Training within ING Bank

2010, December — "Customer Relationship Management for SME"

Course within the strategic program "Integrated Pilot Center for initiating and supporting bu in order to increase the competitiveness of the Romanian economy in the conditions adherence" - POS DRU/9/3.1/S/1 contract

2006 — Volunteers Training Course
Modules: Communication, Teamwork, Management of Conflict, Volunteers' Management, Fundraising for non-government

PERSONAL SKILLS

Mother tongue(s): Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
	University of Cambridge-Certificate in Advanced English				
French	C2	C2	C2	C2	C2
Italian	A2	A2	A2	A2	A2
Spanish	B1	B1	B1	B1	A1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills: Good communication skills gained through both my experience as sales advisor, events management and also through my attendance to the PR courses.

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Computer skills

Certificate of Professional Competence– Informatics (graduation average grade 10)-2007
Good knowledge of Word and Excel
Very good internet abilities

Event planning skills

Good event manager - Experience in planning business and lifestyle events, conferences, school events, celebrations.

Other skills

- the ability to work calmly under stress
- competitive, responsible and self-organized person
- confident, hard-working employee who is committed to achieving excellence
- desire for knowledge and initiative in activities
- disciplined and results driven
- responsible contributor committed to excellence and success
- enthusiastic and highly motivated
- team worker
- dynamic, outgoing, flexible, adaptable
- honest person

- positive, patient and very ambitious person
- interested in travelling, computers, human psychology and reading.

Driving licence

- B Category (2008)

ADDITIONAL INFORMATION

Publications

Denisa Elena Vlad (2019) - CONCEPTS OF QUALITY CONNECTED TO SOCIAL MEDIA AND EMOTIONS, Springer – Gabler Wiesbaden
https://link.springer.com/book/10.1007/978-3-658-28867-9

Bogdan Cristian Onete; Denisa Elena Vlad; Lelia Voinea (2017) - THE CONNECTION BETWEEN "POST-TRUTH" SOCIAL MEDIA AND THE QUALITY OF PRODUCTS AND SERVICES , Conferința Internațională BASIQ 2017 - NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION , May, 31st – June, 3rd, 2017, Graz, Austria, published in NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMTION, ISSN 2457-483X,
http://www.conference.ase.ro/ppt/Volum_BASIQ%202017.pdf

Cătălin-Ionuț SILVESTRU; Alexandru-Robert MIHĂILĂ; Ramona-Camelia SILVESTRU; Marian-Ernuț LUPESCU; Denisa Elena Vlad (2017) - CASE STUDY: E-LEARNING SEEN BY DIFFERENT GENERATIONS, The 16th International Conference on Informatics in Economy (IE 2017), Bucharest May, 04th-07th, 2017
http://www.conferenceie.ase.ro/

12.06.2023

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Bogdan Cristian Onete, Rodica Pamfilie, Razvan Dina, Denisa Elena Vlad (2014) - SOCIAL MEDIA INFLUENCE UPON BUSINESS BY AIMING TO NEW CONSUMER'S NEEDS, International Business: Innovations, Psychology, Economics 2014, Vol. 5, No 1 (8), pp. 66–75, article in BDI
http://impactfactor.pl/czasopisma/10631-international-business-innovations-psychology-economics

Gabriel Cristian Sabou, Puiu Nistoreanu, Denisa Elena Vlad (2014) - THE ETHICS OF ONLINE TOURISTIC COUNSELING: A MATTER OF USERS SATISFACTION, Amfiteatru Economic, vol. XVI, Special No. 8, pg. 1055-1063, ISSN 1582-9146 –ISI Thomson Reuters index
http://www.amfiteatrueconomic.ro/temp/Article_1355.pdf

Bogdan Cristian Onete, Lelia Voinea, Razvan Dina, Denisa Elena Vlad (2013) - THE INTERNET BEHAVIOR OF THE NEW GENERATION OF CONSUMER RELATED TO USE OFSOCIAL MEDIA REGARDING NUTRITIONAL CHOICE, Actual Problems of Economics, vol. 2, nr. 1, pg. 191-198, ISSN 1993-6788,
http://eco-science.net/downloads.html

Bogdan Cristian Onete, Răzvan Dina, Denisa Elena Vlad (2013) - SOCIAL MEDIA IN THE DEVELOPMENT OF SUSTAINABLE BUSINESS, Amfiteatru Economic, vol. XV, nr. Special 7, pg. 1279 - 1287, ISSN 1582-9146, ISI Thomson Reuters Index
http://www.amfiteatrueconomic.ro/ArticolEN.aspx?CodArticol=1232

Conferences

Bogdan Cristian Onete, Razvan Dina, Denisa Elena Vlad (2013) – SOCIAL ENTREPRENEURSHIP VERSUS CORPORATE SOCIAL RESPONSIBILITY IN E-LEARNING, The 9th International Scientific Conference "eLearning and Software for Education, ELSE 2013, 4/25/2013, Bucharest, Romania published in Network based education - student oriented architecture, pg. 552-558, ISSN 2066-026X, ISBN 2066-8821, International Conference, ISI Thomson Reuters Index
http://proceedings.elseconference.eu/index.php?r=site/index&year=2013&index=papers&vol=3&paper=a1751177add416e4497b683388f771f8

Puiu Nistoreanu, Gabriel Cristian Sabou, Denisa Elena Vlad (2013) - THE ETHICS OF ONLINE TOURISTIC COUNSELING: A MATTER OF USERS SATISFACTION, The 4th International Conference on Tourism CACTUS, CACTUS, 11/13/2013, Bran, Romania, International Conference
http://www.tourismconference2013.ase.ro/

Awards

Romanian Language and Literature Olympiad - 2003
National phase (Targu Mures) - graduation grade 9.25

Memberships

Association for Innovation and Quality in Sustainable Business – BASIQ
www.basiq.ro

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