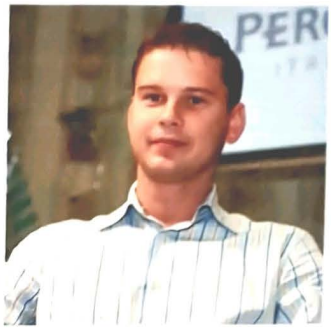
Marian Olteanu, Ph. D.



CONTACT DATA:

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Date of birth: August 10, 1980
Civil status: married

LONG STORY SHORT:

Over the last two decades, I've been a performer on the stage of strategic and operational marketing, playing key roles - from identifying value pools to crafting the how-to-win strategy and from planning to execution - thus helping multinationals to win versus competition with maximum efficiency. My believe is that all the good stuff flows to people and organizations who are gifted with a winning mindset and inner motivation, and with common sense as the foundation for all their activities. Hence, I achieved a human, however, pragmatic understanding of people and corporate engagement working incomplex projects that involved new organizational and partnership design. I feel rewarded to educate, motivate and enroll other professionals into sound marketing initiatives while keeping a healthy balance between business and private life, never forgetting to explore, learn and integrate the miracles of this world.

WORK EXPERIENCE

Present

- **Marketing Director, Zarea** – board member
- **Co-founder, THE ENGINE (*market facing strategy*)** – strategy consulting boutique
- **Life Coach, certified by Mindvalley – Evercoach**

2005 – 2023: Ursus Breweries (SAB Miller):

- Dec 2020 – April 2023 – Head of New Categories
- July 2015 – Dec 2020 – National On Premise & Events Trade Marketing Manager
- May 2012 – June 2015 – Senior Brand Manager Ursus (the company's flagship brand)
- September 2010 – April 2012 – Senior Brand Manager Ciucas, Azuga and Stejar
- January 2010 – August 2010 – Brand Manager Ciucas
- April 2009 – March 2010 – Brand Manager International Brands (Peroni, Pilsner Urquell, Miller)
- July 2007 – April 2009 – New Product Development Manager (developing and leading URSUS Breweries marketing innovation department to deliver sustainable long-term growth) and Redd's Brand Manager (acting – 2008)
- Aug 2005 – June 2007 – New Product Development Junior Manager

National On Premise & Events Trade Marketing Manager – Summary:
Job scope: Development and implementation of the strategy, annual plans and projects related to marketing activities at the point of purchase (shopper marketing) and along the value chain (customer marketing) for the On Premise and Events channels.
Team: 5 direct subordinates.

Major achievements:

2020-2023: Doubling the volumes and profits of Cooler brand, while stabilizing value share @ above 70%. For Cooler, I have led a complete repositioning of the brand, with the clear aim to access new market opportunities – respectively to gain volumes outside the beer category (from carbonated soft drinks and other juices). The result was positioning Cooler as the "king of breaks" in Romania, which delivered almost triple digit profit growth in just two years.

2015-2020: Leading the On Premise channel to undisputed market leadership, from 28% in 2015 to 38% in 2020. The trade marketing role at Ursus Breweries implied several challenges:

- The execution of a broad **portfolio of brands** across different types of outlets ensuring brands deliver targeted return on investment while building equity & experience with consumers
- Developing and implementing **structural changes in the sales department** like introducing a **specialization within the sales force** (dedicated On Premise team of 26 people with national coverage – developing the structure, job descriptions, getting involved into recruitment and then training of the personnel), developing **Pub Investment and Assets Management process & digital tools** (developing the strategy, the process, the application & execution guidelines for more than 3,000 On Premise contracts, with related marketing support to run the business within the respective outlets, in the same time developing a new procedure & digital tool to track the execution of Capex assets at outlet level, introducing unique serial number and capabilities to use a centralized system)
- **Reorganization of On Premise Trade Marketing Team** with impact in headoffice and national headcount, aligning the roles to specialization required in different types of customers and delivering efficiency and speed of execution

2012-2015 – **Ursus** is the company's flagship brand and one of the most powerful Romanian brands. I started to work on Ursus in May 2012 after a period of more than 7 years of brand decline in profitability, equity and market position. My mission as Ursus Senior Brand Manager was to restore the brand as number one in premium segment and to define a sustainable long term path for growth. I have pioneered and led a **brand turnaround resulting in 22% yearly net contribution growth, value share increase from 4% to 6% and improved brand image and stature in the market**. The success of the plan has been driven by a few single minded ideas, brought to life in a highly impactful way by one of the most energetic brand teams ever.

2010-2012 – **Ciucas** brand was bought by SAB Miller in 2002 and by 2010 was still a regional brand, the third contributor to company's overall business. I have initiated and led a project with the aim to make Ciucas a top 3 player in the beer market, with 3 digit profit growth and significant consumer and retailer change of perceptions. The brand repositioning involved developments of all elements of the mix: targeted consumer segment, product, packaging upgrade, pricing strategy, brand visual identity, communication. The results were awarded internally by SAB Miller International as Best Mainstream Brand Development – Global and were in brief: 110% increase in net contribution, significantly improved equity and market presence and market share from 4.4% to 9.2% (in 2013 Ciucas became the second player in the market by volume).

2009 – **The first profitable year** for Peroni Nastro Azzurro in Romania, after 5 years of continuous negative margin through more efficient market approach and the development at national level of the first 360 communication platform for an international brand in SAB Miller – AMBIENTALIA – consisting of ATL (TV show, internet site and campaign, print campaign, indoor media, PR) and BTL (on trade, off trade, events).

Major achievements as New Product Development Manager:

2008 – Launch of **Redd's – 1.2% volume market share** in 4 months (new category on the beer market), 345% above Business Case net contribution. Redd's has been the real breakthrough innovation on Romanian beer market in 2008, succeeding in broadening beer territory and consumption occasions and in premiumizing the beer category. Redd's has positioned URSUS Breweries as a leader in beer market innovation and as an undisputed leader on flavored beer market with all the benefits and challenges associated with this role.



2007 – Launch of **Ursus Non-Alcoholic – 0.7% market share** in 1 year (new category for the company)
2006 – Initiating Ursus' **multipackaging business – 3% market share** in 1 year (new business for the company)
2006 – Set up of a completely new department and integrating it within the organization

2002 – 2005: ESCA Food Solutions (McDonald's family):
Jan 2004 – July 2005 – Marketing Manager
Sept 2002 – Dec 2003 – Marketing Executive

Subordinate of: General Manager
Number of subordinates: 1-25 (depending on the project)
Major achievements: Company's **non Mc Donald's business from 0% to 11% of GSI** in 2 years

June – August 2002, 2000 – Support staff – Marimeta Camp, USA
Student work&travel program in USA.

EDUCATION

2009 – 2010 – IAA School Bucharest – www.iaa.ro

2003 – 2009 – Ph. D.– Marketing Faculty, Academy of Economic Studies, Bucharest, Romania
Area of research: **Branding**

2003 – 2005 – Master in Management of Commercial Business (graduate) – Commerce Faculty, Academy of Economic Studies, Bucharest, Romania
Areas of research: logistics planning and management, commercial services, e-commerce.

1999 – 2003 – Marketing (graduate) – Marketing Faculty, Academy of Economic Studies, Bucharest, Romania

2001 – Student – University of Orleans, France
From January to June, participant in the Socrates-Erasmus Student Exchange program.
Took courses of Small Business Management, Accounting and Mathematics Applied in Economy.

1995 – 1999 Virgil Madgearu High School, Bucharest
Graduate of Finance and Accounting division.

SKILLS AND LANGUAGES

English – excellent
Certificate in Advanced English (CAE)
International English Language Testing System (IELTS) – Academic Module
French – I need some practice to regain confidence

EXTRA-WORK ACTIVITIES

My first priority is to be a good, enthusiast and FUN father. I am also keen on keeping up with my social life and different sports (football, swimming, dancing).

REFERENCES

Available on request.

