



15 Aprilie 2013

Bucuresti

NOMINALIZAREA

domnului BOGDAN LEFTER pentru un loc in Consiliul de Administratie
al IMPACT DEVELOPER & CONTRACTOR

Stimati domni,

Subsemnatul LEFTER RAZVAN, identificat cu CNP 1800818297242, actionar al Impact Developer & Contractor la data de referinta 12 Aprilie 2013, nominalizez prin prezenta pe domnul LEFTER BOGDAN, identificat cu CNP 1800818297250 ca si candidat pentru un loc in Consiliul de Administratie al Impact Developer & Contractor.

Cu stima,

RAZVAN LEFTER

BOGDAN LEFTER

Parcurs profesional:

Profesionist cu experienta solida in marketing si vanzari, cladita timp de noua ani de zile in companii multinationale de top, cu abilitati analitice si de lucru sub presiune, proactiv si comunicativ.

Ambitios si orientat spre obtinerea de rezultate.

Cariera:

- 2012 Sep - 2011 Mai **Philip Morris Romania – Marketing Manager (Brand/Marci Philip Morris Quantum, L&M, Chesterfield, Assos)**
- Responsabil de o cifra de afaceri cumulata pe aceste branduri de 250MioEUR si de un procent de 30% din profitul companiei
 - Crestere de volum si cota de piata pentru marcile gestionate
 - Concepere de programe pentru piata Retail impreuna cu departamentele de Vanzari si Trade Marketing.
 - Dezvoltarea de strategii relevante de brand/marca care sa cuprinda toate aspectele mixului de marketing, pret, distributie, produs / ambalaj si comunicare / promovare.
 - Gestionarea si supravegherea campaniilor de ATL & BTL, a proiectelor in conformitate cu strategiile de brand, astfel incat sa produca un efect maxim benefic pentru o marca, d.p.d.v. volum, cota de piata si indicatori de marca.
- 2011 Mai - 2008 Jan **Philip Morris Romania – Brand Manager Marlboro**
- Responsabil de o cifra de afaceri de 175MioEUR si de 20% din profitul companiei.
 - Responsabil de dezvoltarea si implementarea planului anual de marketing.
 - Gestionarea bugetului de brand astfel incat sa fie atinse obiectivele de volum si cota de piata.
 - Responsabil de dezvoltarea de produse noi si lansarea lor.
 - Am coordonat o echipa formata din 3 asistenti de brand.
- 2008 Jan **Philip Morris Romania – Brand Manager L&M**
- Responsabil de o cifra de afaceri de 150MioEUR si de 15% din profitul companiei.
 - Responsabil de dezvoltarea si implementarea planului anual de marketing.
 - Gestionarea bugetului de marketing astfel incat sa fie atinse obiectivele de volum, cota de piata si indicatori de imagine.
 - Responsabil de dezvoltarea de noi produse si lansarea lor.
- 2007 Dec - 2006 Jul **Danone Romania – Brand Manager**
- Responsabil de dezvoltarea si implementarea planului anual de marketing.
 - Gestionarea bugetului de marketing astfel incat sa fie atinse obiectivele de volum, cota de piata si indicatori de imagine.
 - Responsabil de dezvoltarea de noi produse si lansarea lor.
- 2006 Iulie-2004 Iulie **Interbrew Romania – Asistent Marketing**
- Dezvoltarea si implementarea planului anual de marketing impreuna cu Brand Managerul.
 - Organizarea de evenimente specifice marcii.
 - Implementarea de promotii.

Educatie:	2005 - 2007	Masterat de Marketing Strategic la Academia de Studii Economice, Bucuresti
	1999 - 2004	Universitatea Tehnica de Constructii Bucuresti, Departamentul de Constructii Civile, Sectia Engleza, Specializarea Inginerie Structurala
	1995 - 1999	Liceul "Al. I. Cuza" Ploiesti, Sectia Informatica
	2001	Bursa Socrates-Erasmus Scholarship la "Universite de Liege", Liege, Belgia (nu a fost incheiata din motive financiare)
Trainings:	2011	PMI Manager ca si Coach I & II
	2010	Aptitudini Manageriale Avansate
	2009	Dezvoltarea ca Manager PMI (modulul I si II)
	2009	Training de produs
	2008	Danone - Tehnici de inovare
	2007	Universitatea de Marketing Danone
	2006	TMI - Curs de Management al Timpului
	2004	Interbrew - Training Financiar
	2004	Interbrew - Training Scoala de Bere
	2004	International Advertising Association - Training de Cumparare & Vanzare a Creatiei
	2004	Scoala de Business GlaxoSmithKline
	2004	Training AIESEC Bucuresti - Learning experience
Cunostinte calculator:	Windows 98/2000/xP	Word 97/2000/xP
	Outlook 2000	Excel 97/2000/xP
	PowerPoint 97/2000/xP	Access 97/2000/xP
Limbi Straine:	Engleza - Excelent (vorbit si scris)	
	Franceza - Mediu (vorbit si scris)	
	Italiana - Mediu (vorbit si scris)	
	Germana - Incepator	
Hobby:	Fotbal, calatorii, citit	

BOGDAN LEFTER

Professional Profile:

Marketing & Sales professional with a solid experience built during 9 years in top multinational companies, analytical and with the ability to work well under pressure. Proactive with very good communication skills.

Ambitious and driven by results.

Career:

2012 Sep - 2011 May

Philip Morris Romania – Marketing Manager (Philip Morris Quantum, L&M, Chesterfield, Assos)

- Responsible for a cumulated turnover of 250MioEUR on these brands and for 30% of the company's profit.
- Volume and market share growth for managed brands.
- Developed programs for the Retail environment together with Sales & Trade Marketing departments.
- Developed relevant strategies comprising all aspects of the marketing mix, i.e. managing price, distribution, product / packaging and communication / promotion.
- Managing and supervision of ATL & BTL campaigns projects in keeping with brand strategies, so as to produce maximum beneficial effect to a brand, regarding volume, market share and key performance indicators.

2011 May - 2008 Jan

Philip Morris Romania – Brand Manager Marlboro

- Responsible for a cumulated turnover of 175MioEUR and for 20% of the company's profit.
- Responsible for developing and implementing the annual marketing plan.
- Managing the brand budget to reach volume and market share objectives and image indicators.
- Responsible for developing and launching new products.
- Coordinated and internal tea of 3 marketing assistants.

2008 Jan

Philip Morris Romania – Brand Manager L&M

- Responsible for a cumulated turnover of 150MioEUR and for 15% of the company's profit.
- Responsible for developing and implementing the annual marketing plan.
- Managing the brand budget to reach volume and market share objectives and image indicators.
- Responsible for developing and launching new products.

2007 Dec - 2006 Jul

Danone Romania – Brand Manager

- Responsible for developing and implementing the annual marketing plan.
- Managing the brand budget to reach volume and market share objectives and image indicators.
- Responsible for developing and launching new products.

2006 Jul-2004 Jul

Interbrew Romania – Asistent Marketing

- Developing and implementing the annual marketing plan together with the Brand Manager.
- Organizing brand events & promotion implementation.

Education:

2005 - 2007	Strategic Marketing Master at the Academy of Economic Studies, Bucharest
1999 - 2004	Technical University of Civil Engineering Bucharest, Department of Civil Engineering, English Section, Major in Structural Engineering
1995 - 1999	"Al. I. Cuza" Highschool Ploiesti, Computer Science Class
2001	Socrates-Erasmus Scholarship at "Universite de Liege", Liege, Belgium (not completed due to financial reasons)

Trainings:

2011	PMI Manager as Coach I & II
2010	Advanced Managerial Skills
2009	Develop the PM Manager (module I and II)
2009	Tobacco Product Training
2008	Danone - Innovation Techniques
2007	Danone Marketing University
2006	TMI - Time management course
2004	Interbrew Training - Finance for non-finance course
2004	Interbrew Training - School of Fine Brewing
2004	IAA Training - Buying & Selling Creative work
2004	GlaxoSmithKline Business School
2004	Training AIESEC Bucuresti - Learning experience

Computer Knowledge:

Windows 98/2000/xP	Word 97/2000/xP
Outlook 2000	Excel 97/2000/xP
PowerPoint 97/2000/xP	Access 97/2000/xP

Foreign Languages:

English - Excellent (spoken and written)
French - Average (spoken and written)
Italian - Average (spoken and written)
German - Beginner

Hobbies: Football, travelling, reading.