



**BOGDAN DANIEL SPUZA**

[REDACTED], Bucharest, Sector 1

Phone: [REDACTED]

## **PROFESSIONAL EXPERIENCE**

- Sep 2020 – present      **Head of Strategy, Member of Managing Board, Cetelem Romania, BNP Paribas Personal Finance**  
Responsible for re-shaping and implementing the strategy of the company in the local market
- Oct 2020 – present      **Member of the Independent Directors Association, Romania**
- Jan 2018 – Aug 2020      **Head of Product Management and Client Development, BNP Paribas Personal Finance, CE Region**  
Functional coordination of the respective teams in 5 countries: Romania, Bulgaria, Hungary, Slovakia, Czech Republic  
Involved in transformational projects within these key markets
- Jul 2016 – Sep 2020      **Member of the Supervisory Board of SN Plafar SA**  
Part of the team that transformed a loss-making company into a profitable one, securing also investment in updated technology in a highly competitive market
- Sep 2015 – Dec 2017      **Marketing & Product Management Director, Member of Managing Board, Cetelem Romania, BNP Paribas Personal Finance**  
Coordination of two key teams, approx. 20 persons  
Product management & CRM – managing the profitability of the products (lending and insurance) and CRM activities  
Marketing – advertising with a focus on key partnership, digital marketing and direct marketing
- Apr 2013 – Apr 2015      **Marketing & Product Development Executive Director, BRD Societe Generale**  
Management of the +40 people marketing team, with 4 departments under coordination:  
Companies – managing the products and marketing activities for all banks' companies clients, with a focus on SMEs  
Private individuals – managing the products and marketing activities for all segments, from mass market to private banking  
Alternative channels – ATMs, POS, on-line, mobile, cards  
Marketing – advertising, digital marketing, research, data mining  
Full responsibility on redesigning the service model for all segments, re-adjusting the pricing structure for the main products, launching innovative products, re-positioning the bank's image and restructuring the team  
Position validated by National Bank of Romania
- Oct 2007 – Apr 2013      **Marketing & Segments Director, Retail Division, UniCredit Tirioc Bank**  
Coordination of a full marketing team of 50 people (+80 outsourced call center) organized in the following departments:  
> 3 segment management departments (Affluent, Mass, SMEs), including respective product managers  
> 1 Alternative channels – Call Center, ATMs, POS and on-line banking  
> 1 Advertising & research department  
> 1 CRM department

Full involvement & responsibility over Retail Division P&L, including cost-of-risk and network FTEs through service model design  
Entire responsibility on the main marketing actions: pricing setting, product development, distribution strategy, commercial actions & advertising

Position validated by National Bank of Romania  
Member of Visa Romania Executive Committee  
Member of MasterCard Romania Advisory Board

- Jun 2007 – Sep 2007     **Marketing Director, UniCredit Tiriac Bank**  
Created the new marketing team, servicing Retail & Corporate  
Created the annual marketing plan for the two divisions
- Mar 2005 – Jun 2007     **PR & External Relations Director, UniCredit Romania**  
Managed the advertising, research and PR activities of the bank  
Participated in the re-design of the whole bank's strategy  
Refocused the advertising strategy towards retail  
Managed the re-branding campaign of the new UniCredit Tiriac Bank
- Jan 2005 – Feb 2005     **Advertising and Promotion Manager, Raiffeisen Bank**
- Oct 2002 – Dec 2004     **Research Manager, Raiffeisen Bank**  
Conducted the first cross-selling programs for credit cards  
Created the main loyalty program for cardholders  
Developed a coherent research frame work for all the segments: U&A surveys, Customer Satisfaction, Tracking, Competitive  
Developed existing customers reporting tools: acquisition, attrition and cross-sell  
Participated in the annual strategy meetings for Retail Division
- Jan 2001 – Sep 2002     **Product Manager, Euromedia**  
Lead BRAT Outdoor Technical Team to develop the national measurement study  
Member of BRAT Administration Council  
Developed with Finance Department financials for all the products  
Conducted first outdoor demographic study – audience profile – metro users 2001, based on Mercury TGI  
Prepared first Outdoor Industry Survey for 2001  
Implemented the management information system within Sales Dep't  
Conducted the first audience measurement for Bucharest Transit Outdoor based on a German technology  
Prepared competitive media reports for top management and the main shareholder, Advent International
- Dec 1999 – Dec 2000     **Junior Brand Manager, Reckitt Benckiser**  
Responsible for Dosia, Calinda and WC Picker  
Developed yearly strategy and plans  
Managed research to investigate consumer's insights  
Monitored competitors' performances and initiatives  
Managed advertising agencies  
Created a comprehensive brand monitoring tracking  
Established the marketing blueprint for two new brands intended to be launched at that time
- Nov 1998 – Nov 1999     **Assistant Brand Manager, Kraft Foods Romania**  
Prepared and lead the re-launch of Silvana through a totally new marketing mix  
Launched a new sub-brand, Jellymania, that soon became the market leader of the category  
Designed and implemented the campaign to support the new product introduction

- Aug 1998 – Oct 1998 **Deputy Managing Director, Multicolor**, packaging company owned by Romanian American Enterprise Fund (RoAEF)  
Involved in the attempt to turn-up the loss-making company
- Feb 1996 – Jul 1998 **Sales Manager (till Jun 1997), Executive Manager, Multiprint**, subsidiary of Nord Est Media Net and RoAEF  
Developed and implemented sales and marketing activities that succeeded to make the company the biggest newspapers & books printing house outside Bucharest  
Prepared annual plans and budgets for the shareholders and RoAEF
- Feb 1994 – Feb 1996 **Marketing Coordinator, Fund Raiser (till Feb 1995), AIESEC Iasi**

## **EDUCATION**

- 1997 – 1998 Marketing and Management Post-graduation School, SCOP 2M, Iasi  
1992 – 1997 Tourism Faculty, Business and Economics University, Iasi

## **TRAINING**

- 2017 **Marketing for Executives**, HEC Paris
- 2013 **Coaching training**, Oxford Group
- 2011 - 2012 **Mentoring programs**, Top Executives of UniCredit Group
- 2009 - 2010 **Inspiring and Mobilizing People**, UniManagement  
**Translating Strategies into Results**, UniManagement
- 2007 - 2008 **UniCredit Tiriac Management Academy**
- 2006 - 2007 **UniQuest First Generation**, UniCredit Group
- 2003 - 2004 **Raiffeisen Management Academy**, Raiffeisen Bank
- 2002 - 2006 **GfK CEE Financial Conferences**, Vienna
- 2003 - 2008 Participation at international conferences on banking:  
**Internal Communication in Financial Services**, Prague, Jacob Fleming  
**Financial Brands Management**, Rome, Jacob Fleming  
**Loyalty Programs**, Prague, EFMA  
**Customer Data Management**, Madrid, EFMA  
**Retail Banking in CEE**, Prague, Marcus Evans
- Nov 2001 **Outdoor Measurement Systems**, Zurich, FEPE
- Oct 2000 **Strategic Brand Management**, Ljubljana, Reckitt Benckiser
- Jun 1999 **STEPS – Strategic Thinking**, Balvanyos, Kraft Foods
- Jan 1999 **Finance for Marketing**, Brasov, Kraft Foods
- Mar 1997 **Marketing Skills**, Bucharest, RoAEF
- Jul 1996 **Total Quality Management & Crisis Management**, Mangalia, Black Sea University
- 1994 - 1996 **Communication and Negotiation Skills, Presentation Skills, Team Building, Time Management, Project Management**, AIESEC

## **LANGUAGES**

English - fluent  
French – good understanding

## **COMPUTERS**

MS Office – Word, Excel, Access, PowerPoint  
Databases Software

## **OTHERS**

Driving license B, since Dec 1993