

STEFAN PETRE | *Facilitator of Evolutionary Processes* |

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SUMMARY

With more than 17 years experience in people management, I'm proud to have successfully assisted in development of more than 300 people, from entry, middle positions to executive and top management.

I am a big believer that proper communication, positive straight forward thinking and care about people around is the key to growing and developing individuals. I am confident and positive I can easily shift things to positive faster and better than most people can.

I am specialized in **Management, Leadership, Direct Sales, Marketing, Call Center** but mostly in **Facilitating Evolutionary Processes** in all key business aspects. Best results achieved when managing dynamic companies/teams of +100 employees.

WORK HISTORY

Deputy CEO | Christian Tour

Feb 2026 – Present | Location: Bucharest, Christian Tour Headquarters

- Secretary of the Board of Directors of a company listed on the Bucharest Stock Exchange; preparation of Board meetings, resolutions and leadership changes;
- corporate governance and MAR compliance with external consultant: insider lists, closed periods, transparency and disclosure procedures;
- led capital markets communications for the June 2026 IPO: email campaigns, banners and radio spots under ASF rules;
- run the group's external growth strategy, a multi-target M&A program with a budget of +19 M Eur;
- M&A execution: NDAs under Romanian law and MAR, NBOs, partial financial due diligence, business plan stress-testing, advisory fee negotiation and Competition Council thresholds;
- targets evaluated:
- oversaw subsidiaries and portfolio companies, including the turnaround of group companies and the checks on its management's restructuring plan and OPEX;
- P&L responsible for +200 M Eur; responsible for +250 employees.

Sales & Marketing Director | Christian Tour

Jun 2024 – Feb 2026 | Location: Bucharest, Christian Tour Headquarters

- communications plan for the 3 commercial divisions (Charters; Experiences & Adventure; Flight Bus & Rooms) and the B2B partner network, with Christian Academy as the unified offline brand;
- negotiator in media barter deals, media partnerships and commercial suppliers;
- digital transformation: automated B2B campaigns, automated flows;
- Responsible for +70 own retail network in various cities from Romania;

- Responsible for + 1200 B2B Partner relation from strategic to commercial;
- P&L responsible for +200 M Eur; responsible for +150 employees.

Managing Director | Studio Moderna

January 2012 – Jun 2024 | Location: Chisinau, Rep. Moldova offices

- managing operations in R. Moldova and coordinating as Regional Director operations in Kazakhstan, Belarus and Ukraine;
- P&L responsible for turnover > 20 M Eur;
- responsible for > 700 employees;
- facilitator of evolutionary progress;
- negotiator in key areas of business such as tv, radio & print media investments, telephony & real estate;
- opening new points of sales (16 new retail stores and 3 call center locations);
- developing new sales channels (Wholesale ; Loyalty ; Print);
- increasing turnover from 4,5 mln eur to > 20 mln eur;
- year over year double digit growth of company EBITDA ;

Project Manager B2B & B2C | Studio Moderna

June 2008 – January 2012 (3 years & 9 months) | Location: Bucharest, Romania

Responsible for managing international and contracting local partners/projects in customer care, telesales, data insertion deals such as: Atlas, Provea, BRD, Gold 4 cash, Sephora, Celsius Bentley, La Fantana, Perfect Tour, Rentrop&Straton, RAABE, Provident, MediaFax, Unicef, Capsule..etc

- P&L responsible from contracting to execution phase;
- Responsible for signing, and implementing 8 new projects;
- Increasing company turnover by 15% ;

Other positions in other organizations that helped shaped me, which can be discussed

June 2006 – June 2008 (2 years)

EDUCATION

NLP (2014 - 2015), BUCURESTI

- Major: Psychology
- Licensed **NLP Practitioner** IANLP & ARONLP - performed by Maria Cotoi (Master Trainer NLP recognized by ARONLP & IANLP ,Founder and President of Professional Association of NLP Integrative)

University (graduate)

- Titu Maiorescu University (2006 - 2010), BUCURESTI
Bachelor degree: Law
- Spiru Haret University (2006 - 2009), BUCURESTI
Bachelor degree: International Relations and European Studies

CAPABILITIES & SKILLS:

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| • Management | • Sales operations management |
| • Negotiation | • Call Center |
| • Leadership | • Strategy |
| • Project Management | • Training |
| • Project Planning | • Key Account Management |
| | • Management Consulting |

KEY INTERESTS

Reading [Management, Leadership, Politics (served as volunteer on European integration Philosophy, ADCF in collaboration with APIBIF and Philosophy university – Youth Parliament Project)]; New_technologies (web, online marketing and Management systems); Meeting new_people &_cultures; Learn_new_business_approaches and usage of cultural understanding and behavior to improve business results in different areas; Psychology applied for business organization; HR ; CRM.

OTHER

- Spoken foreign languages:
 - English - Full professional proficiency
 - French – Beginner
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