

Daniel ROȘCA

Strategy Consultant

about.me/DanielRosca
letstalk@b2b-strategy.ro
linkedin.com/in/danielrosca

8 years of experience in thinking differently, Blue Ocean.

Part of the start-up team in 5 different companies.

Professional objective: top management business development challenge on international level.

Areas of Expertise

Business Strategy
Strategic Marketing
Blue Ocean Strategy

Innovation
People Management
Corporate Strategy

Turnaround & Interim Management

08. 2009 – present **Strategy Consultant, B2B Strategy**

Management Consulting Industry / Freelance Strategy Projects:

R⊕MANIA Old Europe * 8500 years of continuity

<https://youtu.be/elv8HyVFrmY>

- **Digital Agency** / strategic marketing processes
- **Interim Management**

Marketing Manager & Business Development Manager – B2B Sales

Projects Typology

Credentials

Adrian Ogârcin
GM LOGIMAETICS
0722 595 926

Sorin Sandu
GM EEI Bocșa
0744 550 507

Adrian Bran
GM Electric SYS
0743 084 003

Robert Hits
RSM SIEMENS
0726 673 959

B2B sales strategy optimization **SIEMENS Low Voltage**
Energy Management Division

Pilot project TM, AR, CS, HD.
1 million euro forecast

Partner development solution / market segmentation

- industrial environment distributor sales strategy optimization * LOGIMAETICS.
- residential environment sales strategy optimization * Electric Grup.
- commercial designer training * Capabil
- commercial grid determination acquisition of strategic integrators from the competition * Electroechipament BOCȘA.
- final clients profile analysis * Continental, Valeo, Linde GAS.
- active recruitment of prospects from the competition * Flexik, Agasi, Light COM, Electroconat, Capabil, EURO Electric, Beesped, Eltrex, Parva Electric, Conselectrificarea Instal, EE Tim, ARC Electronic.
- residential environment starter campaign definition * flame protection
- electricians commercial training / partner distributors

Employee Positions

07. 2008 – 08.2009

Regional Corporate Sales Manager, France Telecom, Orange Romania

15 team members * 10 mil. euro annual sales corporate portfolio

August 2009, +19% on YOY performance KPI matching.

Strategic accounts acquisition: SNLO, Oltchim, Alcoa Fujikura, CBC, Siemens, Solectron.

Bogdan Ilie IT Manager, Alcoa Fujikura

Huge amount of energy and great vision.

12. 2005 – 06.2008

Operations Manager, DTH Television Group SA

Multinational telecommunication company with main shareholders Elran Investments and Milomor Trade & Communication Israel. Digital television services / Own content distribution for B2C / B2B market segments.

100 direct and indirect employees, 4.5 mil. euro sales

30.000 subscribers & biggest national ARPU

Razvan Bancescu, National Sales Manager

Daniel's Business Unit P&L was ranking nr.1 on national level.

Also a person with great integrity.

2000 – 2005

Business Development Middle Management Positions:

KMP Print Technik AG Germany,

Comandor, AEM Luxten, Arvensis

Petrosani, Master Degree / Financial Management 2007

Timisoara, Electronics and Telecommunications Faculty

2002 National Champion Kyokushin Karate 1995

Professional speaker: **10 conferences**

Member of Rotary E-Club1212

Professional sales skills | Huthwaite Spin

Management skills | Eagle's Flight

Coaching tools and techniques | France Telecom

Blue Ocean Strategy practitioner

+4(0) 744 33 66 43

about.me/DanielRosca

letstalk@b2b-strategy.ro

linkedin.com/in/danielrosca