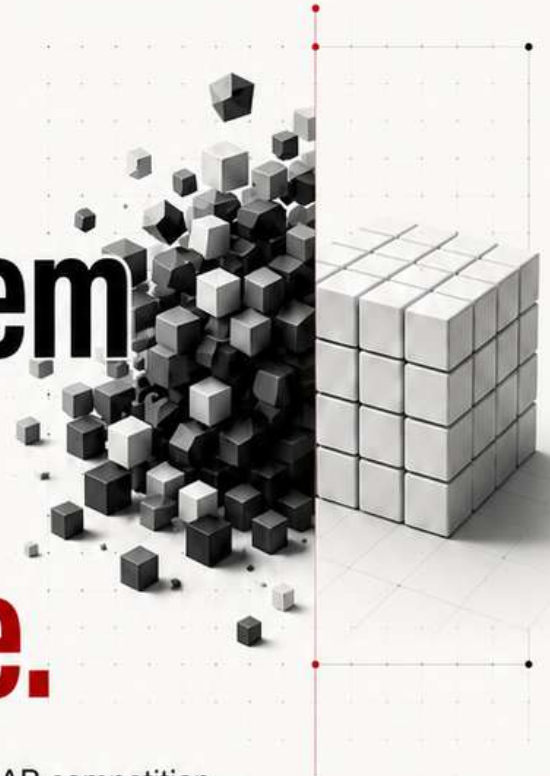




no  
system

no  
scale.



Move from price WAR competition

→ Predictable B2B Revenue

ABOUT

Commercial strategy architect with 18+ years of experience building scalable systems and predictable growth.

Founder of UNRIVALS – a strategic framework that helps B2B companies escape price competition and build clear, differentiated, and scalable positioning.

DANIEL  
ROȘCA

COMMERCIAL STRATEGY ARCHITECT

B2B GROWTH SYSTEMS

POSITIONING & TURNAROUND



STRATEGY

Clarity of direction.



SYSTEM

Scalable structure.



GROWTH

Predictable results.



POSITIONING

Own the category.

FOUNDER

UNRIVALS®

Strategy. System. Growth.

[b2b-strategy.ro](http://b2b-strategy.ro)

FOCUS AREAS

- | Commercial Strategy & Revenue Architecture
- | Blue Ocean Strategy & Category Creation
- | Symbolic Branding & Heritage Positioning
- | Turnaround Management
- | Predictable B2B Sales Systems

CONTACT

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☎ +40 758 273 142

🌐 [www.b2b-strategy.ro](http://www.b2b-strategy.ro)

🌐 [linkedin.com/in/danielrosca](https://www.linkedin.com/in/danielrosca)

# obvious wins.

## EXPERIENCE SYNTHESIS

18+ years of driving commercial strategy, marketing transformation and revenue growth for B2B and B2C businesses across multiple industries and markets. From strategy to execution. From positioning to profit. Results that compound.

SEP 2025 – PRESENT



### Interim Marketing Manager – eVisas Travel Rox Inc.

REMOTE - USA, New York | Sep 2025 – Present

Lead marketing vision, RevOps and strategy for global digital visa platform eVisas.com and seamless travel brand TravelRox.com. Drive alignment across marketing, sales and customer success to accelerate growth. Manage brand positioning, market expansion and strategic partnerships with affiliates, consulates and travel communities for lasting competitive advantage.

I manage a high-performing remote team of 12 professionals across the USA, Indonesia, Pakistan, Bangladesh, India and Portugal, fostering collaboration and innovation across diverse markets. My focus is on scaling brand equity, optimizing customer acquisition strategies, and leveraging data-driven insights to continuously enhance market responsiveness and customer engagement.

AUG 2009 – PRESENT  
(16 YEARS)



### Interim Management Consultant – B2B B2C Industries – B2B STRATEGY

REMOTE - Petroșani, Hunedoara, Romania | August 2009 – Present (16 years)

Collaborated with a diverse range of clients, including:

Evisas – Travel ROX, Moloso / Limitless B2B Marketing Performance Agency, King Travel, Ultramarin / Ultravoyage DMC, Barrier Romania, BIBUS SES SaaS, Siemens LOW Energy, Schwarz Group, International Work Finder, Orange B2C – Romcom, Agil, Bartero, Green Future, V Shield, D'ORA – PRONAT, HELIOS, Euro Electric, Restart Energy, Hedone, Thesaurus, Little Red Riding Hood by PRONAT, Perenna Premier, Galla Events, CEDRU, DMT Marine Equipment, Spective Surveillance, uBlox, Picster, 4 Smart Sales, Banatica Events, Hemo Treat, Dental Profile, Tracialand, AGIL and C.A.I. Curtici.



**+39%**

revenue uplift via optimized B2B marketing strategies



**20%**

avg. annual growth for B2B clients through performance tuning



**-15%**

sales cycle with lead qualification & management



**+25%**

conversion rates via marketing-sales synergy



**founded**

B2B strategy blog & mentored via Blue Ocean Strategy



**30%**

YoY Growth Strategy: RevOps Redefined

AUG 2022 – AUG 2025  
(3 YEARS)



### Interim CMO – Valea Jiului Destination Management Organization, Ținutul Momărlanilor

HYBRID - Petroșani, Romania | Aug 2022 – Aug 2025 (3 years)

- Created and developed the regional tourism and traditional products brand "Ținutul Momărlanilor" by leading a team of 6 professionals, managing relationships with agencies and external suppliers.
- Analyzed market data (PEST/SWOT) to identify new opportunities.
- Developed partnerships with travel agencies, local administrative units (UATs), and investors, significantly contributing to brand awareness growth.
- Organized BTL events to engage the target audience and optimized B2B sales processes.

JAN 2021 – AUG 2022  
(1 Y 7 M)



### Interim Marketing Manager – King TRAVEL

HYBRID - Timișoara, Romania | Jan 2021 – Aug 2022 (1 year 7 months)

- 20% marketing costs, same effectiveness
- Launched WEB3 GENESYS portal (NFT MultiversX Blockchain / P2E Crypto Gaming)
- Led SEO, content & social.

AUG 2019 – JAN 2021  
(1 Y 5 M)



### Interim B2B Marketing Manager – SKY GROUP

ON-SITE Timișoara, Romania | Aug 2019 – Jan 2021 (1 year 5 months)

- Optimized the B2B sales strategy, driving revenue growth and customer acquisition.
- Implemented turnaround management strategies to improve profitability and performance of the strategic accounts department.
- Negotiated directly with strategic clients to secure long-term contracts.
- Achieved a 15% revenue growth through strategic partnerships.

JUL 2008 – AUG 2009  
(1 Y 1 M)



### Regional Corporate Sales Manager (B2B) – Orange Business Services – France Telecom

- Transformed the B2B sales team from a "farming" approach to a "hunting" strategy.
- Managed the region's P&L, exceeding financial targets and led a team of 15 professionals.
- Achieved 22% sales growth in the first year by shifting sales strategy, with an additional 15% increase from cross-selling and up-selling.
- Optimized the pricing policy, resulting in a +7% increase in profit margins.

2002 – 2008



### Middle Management Positions in Sales (ASM / RSM)

Comandor, KMP Print Technik, DTH Television Group Milomor Communication ISRAEL – BOOM TV. ROMANIA.

## EDUCATION

**Master's Degree**University of Economic Sciences,  
Petroșani

2005 – 2007

**Bachelor's Degree**Polytechnic University of Timișoara –  
Electronics

1997 – 2002

## LANGUAGES



Romanian – Native



English – Advanced

## DRIVER'S LICENSE

**Category B**

No major incidents.

## SKILLS

Business-To-Business (B2B) Marketing /  
Business-To-Consumer (B2C) MarketingDigital Customer Journey /  
Blue Ocean Strategy

Marketing Strategies

Sales Funnel Management /  
Consultative Sales (France Telecom)

Persuasion / Integrity

**STRATEGY  
WITHOUT EXECUTION  
IS HALLUCINATION.**

## EXECUTION VALIDATION



In just 2 months, Daniel stopped the bleeding, refreshed our brand positioning, cut **CAC by 18%**, eliminated **30%** of bad leads and repositioned our entire sales funnel with B2B private-label e-Visa integration.

**+25%**qualified leads  
forecast**+15%**

conversions

**30%**YoY growth  
trajectory**Betty Mariyani**

HR MANAGER

eVisas Travel Rox Inc. — USA

## TESTIMONIALS SYNTHESIS

**Gheorgheasa Mihai**

B2B PERFORMANCE MANAGER, ORANGE ROMÂNIA

"I worked with Daniel for more than 1 year. During this period I see in Daniel a great leader & a visionary person. He has a vision of the future."

**Adrian Gârmacea**

DIRECTOR GENERAL, BARRIER

"Always surprising and many steps ahead of his time. I constantly read the information Daniel shares, and almost every time I discover something valuable to learn from."

**Adrian Vrăjitoru**

SERVICE MANAGER, ALLIANZ

"Daniel is an extremely serious professional with remarkable creativity and strategic vision. He can help any client grow and develop their business. A true must-have for any company!"

**Alin Neagu**

CEO, GREEN FUTURE

"We change our path."

**Dorel Bajaliu**

GENERAL MANAGER, ENERGOUTILAJ SA

"Business oriented, extremely serious and dedicate to his work, a real asset for any company, I am gladly recommend him."

# STRATEGIC THINKING

## CORE EXPERTISE



### STRATEGIC

- Commercial Strategy
- Revenue Architecture
- Strategic Positioning
- Category Creation
- Blue Ocean Implementation



### POSITIONING

- UNRIVALS Framework
- Symbolic Branding
- Heritage Integration
- Market Differentiation
- Competitive Architecture



### EXECUTION

- B2B Sales Systems
- Turnaround Management
- Business Transformation
- RevOps Leadership
- Growth Architecture




01

## GENESYS AI

### COMMERCIAL TRANSFORMATION

Strategic positioning architecture for industrial B2B. From commodity provider to systems integrator through framework-based differentiation.

 [europegenesys.com/ai-grammar](http://europegenesys.com/ai-grammar)




02

## HERITAGE INTEGRATION

### 13,000 YEARS OF CULTURAL CONTINUITY

Cultural heritage transformed into strategic positioning. Archaeological heritage integrated as commercial architecture, not nostalgic storytelling.

 Cuina Turcului

 [b2b-strategy.ro/rebranding-romania](http://b2b-strategy.ro/rebranding-romania)



**AN UMBRELLA FOR EVERY ROMANIAN ENTREPRENEUR.**

Open markets through strategic positioning.

