



## Bogdan Drăghiceanu

Regional Sales Manager

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## SUMMARY

Precision Agriculture Specialist with 7+ years of experience in advanced technologies, John Deere systems, automation and agricultural management. Proven expertise in delivering technical training and presentations to customers, ensuring effective adoption of precision agriculture solutions. Skilled in team coordination, implementing strategic projects and bridging the gap between cutting-edge technologies and practical farming applications.

## LANGUAGES

- Romanian (Native)
- English (Full Professional)
- French (Elementary)

## EXPERIENCE

### REGIONAL SALES MANAGER, IPSO SRL

Mogoșoaia, Romania — June 2024 - Present

Expertise in driving business growth, team leadership and customer satisfaction directly supports the optimization of the sales pipeline. Skilled in strategic planning and sales optimization, I ensure that each stage of the pipeline—from lead generation to deal closure—is streamlined, fostering strong client relationships in the agricultural sector while maximizing efficiency and conversion rates.

#### Accomplishments:

- Supervised a team of 5 sales people
- Manage KPIs for sales team
- Focus the team on most relevant actions
- Manage the relationship with key account customers

### PRECISION AGRICULTURE TECHNICAL MANAGER, IPSO SRL

Romania — November 2022 – May 2024

Accomplished Product Specialist with extensive experience in product development and launch. Skilled Precision Agriculture Coordinator with expertise in key account training, sales consultancy, and implementing advanced agricultural technologies for developing more sustainable farm processes. Proficient in market analysis, team coordination, leading strategic projects, mentoring teams and optimizing tech-driven farming solutions to achieve strategic objectives.

#### Accomplishments:

- Created a team of 10 specialists and improve their skills
- Oversees product development, strategy and market alignment for growth
- Implementing a national tour for promoting the latest Ag technology for more sustainable farming
- Improve the visibility for managed products
- Enroll farmers in the largest soil CO<sub>2</sub> saving programme in Europe

### PRECISION AGRICULTURE CONSULTANT, IPSO SRL

Romania — August 2017 – November 2022

Providing comprehensive sales support to advisors through training services and expertise in advanced agricultural technologies for farmers. Acted as a trainer and on-site/remote consultant for John Deere's latest technology, focusing on connected machines(IoT) and intelligent farming systems. Skilled in delivering tailored training sessions, optimizing the adoption of precision agriculture solutions and ensuring customer satisfaction by bridging technical knowledge with practical implementation.

#### Accomplishments:

## TOP SKILLS

- New business developer
- Customer retention
- Product road mapping
- Agricultural technology
- Training services
- Consultancy
- Project coordination

## CERTIFICATIONS

- Train the Trainer
- Certified Dealer Instructor
- Lean Six Sigma Green Belt
- A1/A3 drone certificate
- Self-Leadership II

- Adopt & improve technology usage national wide for a more sustainable farming
- Create & growth the most popular Agricultural Tech Webinar
- Improve the skills for national specialists
- Made demos for the most agriculture technologies
- Customer facing role with >50% travel national wide

### KICKBOXING REFEREE, ISKA

Romania — 2013-present

Certified ISKA Class A referee, ensuring fair and professional officiating in international kickboxing and combat sports competitions.

#### Accomplishments:

- Manage and improve the skills of a team of over 60 referees

## SPECIAL PROJECTS

- Leading multiple projects for developing and validating of different Ag apps, Ag in field technologies and online platform tools
- Travelled in US for exchange of experience with many John Deere dealers in terms of reducing the costs of operations and growing the farm sustainability

## EDUCATION

### MASTER DEGREE - MANAGEMENT OF ECOSYSTEM AND ENVIRONMENTAL IMPACT ENGINEERING

USAMVB, FIFIM — 2017-2019

### BACHELOR - ECONOMIC ENGINEERING IN CONSTRUCTIONS

USAMVB, FIFIM — 2013-2017

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