



## Vlad Emilian Popescu

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### Language skills

English – Advanced

German - Advanced

French - Beginner

## Experience

### **Network Development Manager, Feb2012 – present , Mercedes-Benz Romania, Bucharest**

- Elaborate/provide the strategy of Network Development Department for the new applicants
- Define and implement the development plans for the existing business partners
- Elaborate market & network research regarding automotive premium segment
- Due Diligence process responsible
- Conducting several retail implementations in (New 3D CI, MAR20X, digital tools) for existing partners
- Conducting C-Management Program (Training&Certification of 1<sup>st</sup> level management positions retail network)
- Roll-out of Best Customer Experience concepts in MB network: Digital Configuration Room, Delivery Area
- Audit of Mercedes-Benz EQ standards (in the whole Mercedes-Benz network) and permanently follow-up
- Implementation of Competence Center standards (sales & after-sales)- ED & PiH vehicles
- Implementation of 2 AMG Performance Centers in Bucharest
- Contract Management - Mercedes-Benz network & Admin, digital signature
- Prepare and implement electrification set-up in the actual retail network - DC Charging stations in each outlet
- Set-up the sustainability plan for the whole MB retail network in order to reduce CO2 footprint (HQ target)
- Yearly monitoring the decrease of CO2 footprint in each MB outlet

### **Area Sales Manager (Retail Division) Jan2011 – Dec2011, Piritex, Ploiesti**

- Implement and follow up the sales strategy for the 12 stores to achieve the profit objectives
- Recruitment the necessary personnel for the own stores
- Set pricing strategy together with Purchase / Support for the advertising & promotional programs
- Permanent research of direct competitors regarding ranges of goods and prices
- Implement and follow up of yearly business plan
- Search of locations for enlarging the Piritex retail network, negotiation with retail developers
- Analysis of direct competitors, proposals regarding goods to the buying department

### **Deputy Store Manager & Store Manager, Jan2007 - Dec2010, Kika Romania, Bucharest**

- Implement & follow- up the concepts and strategy of Kika HQ Austria in order to achieve the sales targets
- Recruitment and training of the necessary personnel for the store opening
- Preparing the store opening, coordinate and manage the 185 employees
- Set pricing strategy together with Purchase Dept, Support for the advertising programs in & out store
- Sales coaching, direct sales, offers and negotiations high-end clients
- Market analysis via marketing research, Implement and follow -up of yearly business plan
- Permanent research of direct competitors regarding products, prices, strategy
- Follow-up individual discussions with floor & dept. managers regarding reaching the monthly and yearly target
- Set brand positioning and brand-awareness together with Purchase Austria

### **Network Developer July2006 - Dec2006, Petrom - OMV, Bucharest**

- search of locations for new Petrom V gas stations & planning according to the site
- discussions with the architects and consultants
- rebranding of Petrom gas stations into PetromV gas stations
- competition analysis and consumer behavior business case
- documentation and approvals & traffic analysis

### **Regional Network Developer, March 2005 - June 2006, Lidl Romania, Bucharest**

- search of locations for retail chain according to the standards of Lidl supermarkets
- negotiation with owners and local authorities for buying or renting the greenfield, preparing the contract signature
- checking status and location documents
- traffic analysis, store planning, analysis of competitors, keeping contact with architects

**Account Manager, Oct 2003 - Aug 2004, Freshtex Textile Finishing, Bucharest**

- customer- service and production supervisor for the German brands
- quality assurance, evidence of the stocks and logistic tasks
- support for managing the warehouse department (18 persons)

## **Education**

- 1998 - 2004 - Politehnica University Bucharest - Faculty of Economics- Engineering Studies, German Class
- 1994 -1998 - National College “I.L.Caragiale” Ploiesti, Mathematics- Physics, English Bilingual Class