

# ROBERT MAFTEI, MBA

Email: |

Telephone:

## EXECUTIVE SUMMARY:

- 41 years-old- financial professional with a progressive 18-years background in the industry and considerable expertise in organizational and business development, corporate affairs and sales
- Extensive financial expertise: Banking, Operational& Financial Leasing
- Automotive and equipment financing market expertise, vendor & corporate based approach
- Technology enthusiast and automatization sponsor
- EMBA- *Passed with Honors &* admitted in the program on the first position of the class.
- Evenhanded people manager and team builder
- Quality and solution-focused change manager, persuasive communicator
- Turnaround and accelerated growth specialist

## HIGHLIGHTED EXPERTISE:

*Financial multi expertise  
Leasing, bank, insurance  
Problem solver*

*Change Management  
Team Building  
Breakthrough implementer*

*Restart business grow  
Credit Risk  
Profitability Obsession*

## PROFESSIONAL EXPERIENCE:

### ARVAL SERVICE LEASE ROMANIA, BNP PARIBAS GROUP

Bucharest, Romania

Operational leasing

**COMMERCIAL DIRECTOR, COMEX Member**

November 2019 -March 2021

- Commercial management of operational leasing market leader in Romania.

#### Achievements:

- Leadership of sales& marketing team in a unique environment: push to become market leader (fleet #), organizing collection for affected clients and launch of new product& institutional site.
- Reach the highest score from Arval's intl. network for client's satisfaction survey (NPS '20).

### UNICREDIT LEASING FLEET MANAGEMENT

Bucharest, Romania

Operational leasing

**CO-DIRECTOR SALES**

September 2018 - October 2019

- Leader of operational leasing sales generation in UniCredit Leasing Romania.

#### Achievements:

- Reshape of entire business model for a leaner flow, organization and technical resources.
- New IT offering tool for sales team and partner dealer network (digitalization).
- Part of UniCredit international steering team and pioneer for new role-model of *Fleet Management*.

### EXECUTIVE DIRECTOR & Co. ADMINISTRATOR

January 2016 - August 2018

- Direct management of Operating Leasing Company.
- P&L Responsible.

#### Achievements:

- # 1 operational leasing Co. by asset size, by increasing +30% Y-o-Y sales.
- Supervise and consultancy for new establish Operational Leasing Branch from Bulgaria.
- Design and implement new IT Operating Leasing tool.

**UNICREDIT LEASING CORPORATION**  
**CORPORATE SALES MANAGER & AGRIBUSINESS RESPONSIBLE**

Bucharest, Romania  
October 2012- Dec. 2015

Corporate Unit

- Direct management of Leasing Corporate network.
- Responsible for Agribusiness development.

**Achievements:**

- +25% Y-o-Y sales.
- Successfully implemented a new approach regarding the UCL Agents.
- Created a new Agribusiness product, flows and market connections.

**REGIONAL MANAGER**

May 2011 - September 2012

Business Development, Bank Channel Unit

- Ensured bank-leasing synergy management and joint sales coordination (retail & corporate).
- Developed and implemented commercial campaigns, contests and other marketing activities.

**Achievements:**

- Tremendous increase in share leasing sales through the bank channel (8% to 30%).

**UNICREDIT TIRIAC BANK**  
**CORPORATE REGIONAL MANAGER - Bucharest**

Bucharest, Romania  
Oct 2009 - May 2011

Corporate Banking Division

- Managed the corporate activity of 4 of the organization's branches in Bucharest, through sales team meetings, key client relationship maintenance and various sales negotiations.
- Developed and implemented series of new banking products.
- Credit and pricing approval competencies.

**Achievements:**

- Successful managed the network restructuring by:
  - Proposing and implementing strategies aimed towards retention and morale building.
  - Closing of a less profitable branch and relocation of personnel and client portfolio.

**HEAD OFFICE EXPERT, BUSINESS DEVELOPMENT**

Feb 2009 - Sep 2009

Network & Development / Corporate Banking Division

- Managed a network of corporate branches across 10 counties (Transylvania & Banat regions).
- Responsible for all necessary performance management and state-of-mind change programs.
- Cost and credit approval competencies.

**Achievements:**

- Managed to change team perceptions towards proactivity and business development, with strong impact on organizational profitability and sales revenue in a tough economic period.

**BRD - GROUPE SOCIETE GENERALE**  
**REGIONAL COMMERCIAL COORDINATOR**

Bucharest, Romania  
Nov 2006 - Jan 2009

Commercial Department / Major Companies Division

- Coordinated commercial activities for COs of over 100 BRD branches around the country.
- Cost and credit approval competencies (EUR 2M individual credit approval competence).

**Achievements:**

- Created consistent internal regulation framework and contributed to credit norm changes.

**CREDIT COORDINATOR**

Sep 2006 - Oct 2006

Credit Analysis Division

- Supervised all credit activity in the BRD network.
- Coordinated required credit analyses and approvals.
- Effectively collaborated with SG Paris for files exceeding EUR 5M Aggregate Exposures.

**REGIONAL SALES MANAGER**

Feb 2003 - Aug 2006

## Factoring Division

- Coordinated commercial relations between the Network and the Factoring Division.
- Designed and delivered series of internal trainings for entire bank network.
- Sales responsible for factoring and discounting financing, also involved marketing activities.

## Achievements:

- Successfully acted as a market maker (creation, development and sales).

Other professional experience:

Member, February 2021 -Present, Independent Directors Association, Romania.

Organizer, 2002 NATO Summit *The Spring of New Allies* - logistical arrangements.

Intern, 2001-2002, Committee for Industries and Services of the Romanian Parliament - process improvement.

Article collaborator, 1998-2003, Economic Tribune Publishing House - writing of economic articles.

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**■ EDUCATION:**

EMBA- "Passed with Honors"- "Cum Laude"	2014
Vienna University of Business and Economics (Wirtschaftsuniversität Wien)	Austria
EMBA International Residency Program, Wirtschaftsuniversität Wien	2013
Carlson School of Management, University of Minnesota	Minneapolis, USA
PhD, International Economic Relations (World Macroeconomics)	2010
Academy of Economic Studies	Bucharest, Romania
Professional Diploma in Performance and Change Management (Dip Mgmt)	2008
Open University Business School- graduated "With Merit"	Romania, UK
Master Degree, Banking Management (MS)	2005
Academy of Economic Studies	Bucharest, Romania
Post-graduate courses in European Integration	2003
Academy of Economic Studies	Bucharest, Romania
Bachelor Degree, General Economics	2002
Academy of Economic Studies	Bucharest, Romania

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**■ PROFESSIONAL DEVELOPMENT:**

Corporate governance - The Independent Directors Association	2021
Talent Management Review - UniCredit Group	2009-2019
Banking Board Management (Cesim Simulation) -UniCredit Group	2014-2015
Practical Leadership, TMI	2011
Leadership of Results, Unicredit Group	2010
Corporate Risk Education (train the trainer), UNI & BA	2010
Managerial Skills, UCT	2009
The Meaning of a Valuable Leader, Learning About	2009
High Impact Presentations, AIMS	2008

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**■ PROFESSIONAL COMPETENCIES:**

Languages: English - advanced  
 Development programs: Mentoring, Coaching  
 PC Skills: Microsoft Office (Word, Excel, PowerPoint etc.)  
 Driving License: Category B

REFERENCES WILL BE PROVIDED UPON REQUEST.