

# Harry Burlacu

Senior executive

Globally experienced and commercially astute Senior Executive with proven success driving strategic growth initiatives and improving overall business performance and profitability in many industries. I am creative, resourceful and flexible, able to adapt to changing priorities and maintain a positive attitude and strong work ethic.

## Experience

|                   |   |
|-------------------|---|
| 2007-09 - 2017-05 | <b>Chief Executive Officer</b><br><i>Synergy IT&amp;T Consulting - Dubai, UAE</i> <ul style="list-style-type: none"><li>Delegated responsibilities to create an environment that promotes great performance and positive morale.</li><li>Provided direct report to the board regarding marketing, sales, and business development.</li><li>Overseeing the company's financial performance, cash flow, investments, and other business ventures.</li><li>Expertly handled projects, including marketing, management and strategy for FMCG, MNO/MVNO, new market entry strategy and many others.</li></ul>                                      |
| 2004-12 - 2008-01 | <b>Managing Director</b><br><i>PTY Consulting Group - Panama City, Panama</i> <ul style="list-style-type: none"><li>Coordinated the strategic efforts in supervising regional market surveillance activities in telecommunication.</li><li>Demonstrated adeptness in developing business plans and corporate strategy on marketing, communications, products and services, market research and segmentation, customer service, business process engineering and sales.</li><li>Oversaw all aspects of projects activities in Central and South America for Panama City, Panama and Frankfurt, Germany.</li></ul>                              |
| 2003-11 - 2004-11 | <b>Chief Marketing Officer</b><br><i>CH Beck - Bucharest, Romania</i> <ul style="list-style-type: none"><li>Created a long term marketing strategy with clear priorities, objectives, and metrics to boost customer adoption, retention, and satisfaction and strengthen the brand positioning.</li><li>Created innovative and effective marketing, communication and sales strategies that had a significant impact on the business rebranding; was responsible for marketing budget management and planning.</li><li>Guided marketing team on digital marketing, including email, CRM, pay-per-click (PPC), SEO, affiliates, etc.</li></ul> |
| 1991-01 - 2003-11 | <b>Other Management roles</b><br>For details about my earlier experience, please visit my website <b>HERE</b>   |

## Education

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| <b>Hyperion University</b><br>BA in Management          |
| <b>Hyperion University</b><br>BA in Law science         |
| <b>London School of Economics (EwB)</b><br>MBA (online) |

## Personal Info

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| <b>Facebook</b><br>www.facebook.com/Harry-Calin-Burlacu-598884927191683 |
| <b>WWW</b><br>http://harry.chbmediator.ro                               |
| <b>LinkedIn</b><br>www.linkedin.com/in/harry-burlacu                    |

## Skills

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|-------------------------|--|
| Business management     | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| Marketing management    | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| Financial management    | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| Start-up & Turnaround   | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| Product management      | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| Digital transformation  | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| Marketing strategy      | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| "Go to Market" strategy | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |
| Management consulting   | <div><div></div><div></div><div></div><div></div><div></div></div> <div>advanced</div> |