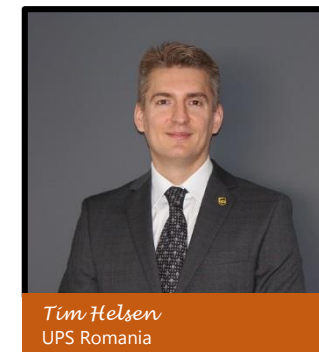
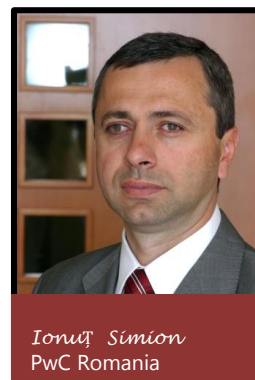
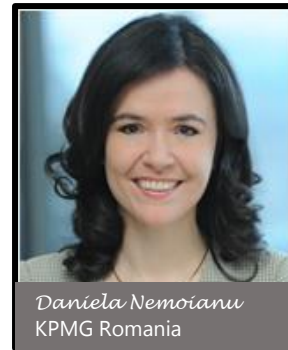




# **CANDIDATES PRESENTATION**

Elections for the Board of Directors  
and Auditing Committee 2015

# CANDIDATES FOR THE BOARD OF DIRECTORS





Cătălin Velescu  
General Manager  
3M Romania

## **ABOUT**

Catalin has started his career at 3M in 1996 and held a number of business assignments with increased responsibility within the Electrical Markets Division of the local subsidiary. Since 2005 has held business management positions such as Business Development Manager for the Communication Markets Division, Central East Europe and later assignment as Business Development Manager Electronic Solutions Division for EMEA region.

As of May 1<sup>st</sup> 2011 Catalin has been appointed Managing Director 3M Romania.

*Besides his responsibilities as Managing Director, Catalin has participated actively in various committees/projects aiming to enter various accounts and/or market segments.*

## ***What motivates you to run for a position in the AmCham Board of Directors?***

*AmCham provides an ideal frame for peer companies to exchange ideas, being part of several committees and providing valuable input for the economy and hopefully to Government. I can share some of my experience, can provide help to new companies willing to enter Romanian market, can provide input to various committees drafting proposals, can represent AmCham.*



**Radu Florescu**  
CEO  
*Centrade*

## **ABOUT**

Since 1991, Radu has managed Centrade's group operations in Romania. Currently, the Centrade group includes Centrade Integrated – one of the leading independent communication agencies in the region, Centrade PR, Centrade Direct, Chainsaw Europe, Kubis Interactive, Cable Direct, FMCG Communications and Zenith - the leading media buyer on the market. Radu has extensive contacts in Romania as well as with leading multinationals operating in emerging markets. Radu is currently vice-president of the American Chamber of Commerce in Romania.

## **What motivates you to run for a position in the AmCham Board of Directors?**

*With a solid business experience in Romania - educated on both sides of the Atlantic, I believe I bring a unique background to AmCham's Board. Strong knowledge and understanding of the local business climate, CEO of a 250 staff operation, Board experience on several state-owned firms, and a Western business approach. I believe that I can bring the combined knowledge and experience to the benefit of AmCham and its members through actual results. I have recently served as the Corodinator of Coalitia and currently Vice-president of AmCham Board. Through the years, I have accumulated a strong network of solid business contacts, government contacts and a proven track record of achieving goals on behalf of AmCham and its members.*



## Dan Bădin

Partner in Charge of  
Legal & Tax

Deloitte Romania

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## ABOUT

I am a 43-year-old married man, with two daughters aged 5 and 6. My professional life started as a teacher, but after other tries I ended up as a tax consultant around 14 years ago - a profession I still hold today. I have worked in two of the Big 4 consultancy firms and I am now a tax partner with Deloitte, leading the Tax & Legal practice. As for my education, I hold a Bachelor degree in Finance and Banking from the Academy of Economic Studies in Bucharest and a post-graduate degree in Banking Management. I have been an active member of the AmCham Tax Committee for more than 10 years.

I also take pride in being part of one of the most active foundations in Romania in the area of child wellbeing, World Vision Romania, acting as a member of the Board for more than five years.

### What motivates you to run for a position in the AmCham Board of Directors?

*I have actively been involved in the AmCham Tax Committee for more than ten years, assuming different responsibilities such as: proposing amendments to the tax legislation, spotting tax issues of which clarification would benefit taxpayers, representing AmCham numerous times during discussions with the tax authorities or leading the Corporate Income Tax Task Force. The good results obtained to date as well as the positive feedback from many colleagues in AmCham, has made me confident that my involvement can contribute to improving the business environment in Romania.*

*I consider that my experience will be useful for the AmCham Board. I am currently leading the Tax & Legal practice of Deloitte Romania, a practice of over EUR 11 million and around 180 staff. As mentioned above, I have been an active member of the AmCham Tax Committee for more than 10 years and I have contributed in many debates and initiatives, having a balanced though firm approach. I am a well-known tax consulting practitioner, with a proper knowledge of the Romanian tax legislation and related institutions.*





**Anda Todor**  
Managing Partner

**Dentons**

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## **ABOUT**

Anda Todor has over 20 years of experience in the legal profession and has been involved in many pioneering transactions on the Romanian market. She specializes on corporate and M&A, energy, banking and finance, private equity and capital markets, and is head of Dentons' Bucharest Corporate Group. She has been a Partner with Dentons since 2005 and Managing Partner since 2008.

Anda has been an active member of AmCham, serving as Vice President of the Board in 2008 and Chairman of the Corporate Governance Committee in 2008-2009 and 2011-2014. She has been directly involved in finalizing the AmCham Code of Corporate Governance launched in 2010, as well as the Anti-Corruption Guidelines launched in 2012. In 2014, Anda's involvement in the numerous projects of the Corporate Governance Committee also included the preparation of the Guidelines for Investment in Community, a document aimed at educating the market and improving companies' standards in such respect.

## **What motivates you to run for a position in the AmCham Board of Directors?**

*I believe that I can contribute with my significant business experience (more than two decades) and professional skills to the development of the business environment and, as an AmCham Board Member, I would like to continue to actively promote AmCham's values and to share them, for the benefit of the business community. I have been acting on the Romanian legal market for over 20 years, running major projects for both Romanian and regional markets. My experience in such projects made me understand the needs and priorities of the business community. As Managing Partner of Dentons Bucharest, I had access to the firm's global resources and often tried to replicate them locally. I have also served as Board Member and Chairman of the Corporate Governance Committee for a number of years (2008-2009; 2011-2014) and in this capacity I actively led various initiatives, including the preparation of the "AmCham Romania Code of Corporate Governance," "The Competitiveness Report" or "AmCham Romania Anti-Corruption Guidelines", AmCham being the first business association on the Romanian market to have prepared such important documents.*



**Zoltan Brassai**  
Managing Director  
Ford Romania

## **ABOUT**

Zoltan Brassai has been assigned as Managing Director of Ford Romania in June 2012. He leads the Ford team on strategy implementation and policy development to support Ford vehicle and parts sales in Romania, marketing and outreach, market analysis, service and assistance operations and customer satisfaction. He coordinates Ford's strategy of distribution network development and assistance quality performance. Throughout his more than 20 years at Ford Motor Company, Zoltan has held several operational and executive positions in the United States, Germany, Hungary and Romania, including product concept and development, marketing and sales, brand development and expansion. His most recent assignments included Brand Manager for C and D class vehicles at the Ford of Europe headquarters in Cologne and Director of Operations for emerging markets at the Ford offices in Budapest. Prior to his current assignment, Zoltan was Director of Operations for Ford Romania.

Zoltan speaks fluent English, Romanian, German and Hungarian.

## **What motivates you to run for a position in the AmCham Board of Directors?**

*Ford is one of the largest U.S. investors in Romania with over €1 billion invested over the past five years. As a leading global automotive company we always seek to be at the forefront of public policy dialogue, leveraging our expertise and industry insights to inform sound policy making that boosts competitiveness, efficiency and sustainable economic growth. Our Board membership in AmCham Romania will provide a fitted opportunity for our company to share its knowledge of the manufacturing industry and its perspective on how better, cost-effective regulation and smart trade policies can stimulate and sustain economic development in Romania.*

*As a reflection of our wide-spread business-related interests in Romania, I will be giving particular interest to competition, infrastructure, public procurement and the labour market. I also will be interested to engage in education as I believe AmCham's efforts in this area are crucial to support the sustained, skill- and knowledge-based development of Romania's economy.*

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**Cristian Colțeanu**  
President & CEO  
General Electric  
International

## **ABOUT**

Cristian Colțeanu is the former Ambassador Extraordinary and Plenipotentiary for Italy, Republic of Malta and San Marino between 2003 and 2007. As a result of his impressive activity, he was awarded with several medals of honour. He accumulated extensive governmental experience as State Secretary, National Coordinator of the Stability Pact for Southeast Europe and National Coordinator of Southeast European Cooperative Initiative in the Ministry of Foreign Affairs, from 2000 to 2003. During 1986-2000 he has worked as Representative of Ansaldo Group in Bucharest. From 1978 to 1983 he was Representative for Masinexport Trade Company at Embassy of Romania in New York, United States. He graduated the Polytechnics Institute, Bucharest. Also, he followed various trainings in Foreign Trade, International Economic Cooperation, HR, International Finance and Political Environment. He is fluent in English, Italian and French.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*As the representative of one of the most important foreign investors, having celebrated in 2014 30 years of presence in Romania, and one of the founding members of AmCham, my position as AmCham Board member will enable me to extend the initiatives started in previous mandates and foster such values as business fairness and good corporate citizenship as models for others in a rapidly developing economy.*

*Due to my high experience, both as a businessman and a diplomat, my contribution will prove valuable, sharing best practice acquired in one of the most performing companies worldwide and a model of doing business with diplomacy. The expertise and entrepreneurial vision of a senior professional executive for whom "how" the business is done is as important as "what" figures can be found in company's ledger.*

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**Juraj Barus**  
Chief Financial  
Officer  
IBM Romania

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## **ABOUT**

Juraj Barus has spent 10 years with IBM, previously held positions of Europe Statutory Accounting and external reporting Manager for 55 IBM legal entities across Europe, Direct Tax Manager for Central, Eastern Europe, Middle East and Africa and several management positions in finance area.

He played essential role in building the Statutory Accounting Center and Direct Tax Center in Bratislava and was leading the WW project of external audit centralization and re-engineering between IBM and PWC. Before joining IBM, he was working as Country Controller for Sasol Group. Juraj was born in Slovakia and finalized a master degree in Economics, Faculty of Corporate Finance in Bratislava.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*As IBM Romania representative and the member of key management personal, I would like to actively participate in executive and administration body of the association and management of Association`s resources and by this way to help to ensure and personally contribute to successful meeting of Association`s targets and objectives.*

*In the last four years I have been closely working with Members of Board of IBM legal entities across Europe, Middle East, Africa as well as in United States, I have been driving the internal transformation efforts of the entity and reengineering activities as well as sharing the best business practices between the countries and regions. I have obtained several management.*

*I would like to use my skills and experience in any AmCham area of activity where the Association would benefit from it. I am also open for the new challenges and areas which I am not familiar with so far but the Association would need an active member willing to dedicate extra time and effort to achieve desired goal.*



**Jacopo Murzi**  
Managing Director  
Janssen Romania

Administrator  
Johnson&Johnson  
Romania

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## **ABOUT**

Jacopo Maria Murzi is both Administrator of Johnson & Johnson Romania and Managing Director of Janssen, its pharmaceutical company. He is a Board Member of AmCham and the Chairman of the AmCham Health Committee for 2014-2015. Recently, Jacopo has been nominated as the Leader of the newly established Health Task Force, in the Coalition for Romania's Development (CDR). Also, he represented the company as Board member, in the Romanian Association of International Medicine Manufacturers (ARPIM) last year.

Jacopo has extensive experience within pharmaceutical market and multinational corporations, with a consistently successful track record in sales and marketing management, launch of new products and talent development. He is passionate about customers and brand building, corporate trust and reputation. He is a true believer of enhancing the industry's reputation.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*At J&J, we believe in forging collaboration, innovation and development. It's important to be insight-driven to uncover unmet medical needs and bring solutions that create value. Whenever there is a challenge, I thrive on it. This year is very important for all health businesses, in terms of stability and sustainability. We need: implementation the National Health Strategy, new disclosure obligations, ensure patient's better access to innovative treatments, health system computerization and increasing health financing to fulfil Romanian patient's needs and reach the average EU level. That's why, I wish to continue the projects and collaborations we have been developing over the past year within AmCham and Coalition for Romania's Development (CDR), and contribute to a better health system. Last, but not least, essential to this candidacy is the importance of engaging in transparent and constructive conversations.*

*As leader, a promoter of innovation, with strong principles of ethics and integrity, I ensure you I can further lead, contribute and collaborate for the benefit of all stakeholders from all the different industries in health: pharma companies, healthcare providers, private networks, medical devices, IT, legal and auditors.*



**Daniela Nemoianu**  
Executive Partner  
KPMG Romania

## **ABOUT**

With 19 years of business and management advisory experience within KPMG in Romania and Central and Eastern Europe, Daniela Nemoianu is a highly experienced top executive, having participated in hundreds of transactions and large projects, including greenfield investments, major privatization deals and governmental projects. She has a reputable experience in risk management, corporate finance, regulatory and management consulting and is specialized in financial services, infrastructure, public sector and energy. Her extensive representative role in KPMG includes Executive Partner of KPMG in Romania, Chair of the Supervisory Board of KPMG Central and Eastern Europe, Co-Chair of US OSAC in Romania, and member of Chairman 25, a strategy think tank of the most important KPMG young leaders worldwide. Her academic background is far-reaching and includes a Doctorate in Financial and Tax Law, as well as a Master's degree in European Law, Pantheon-Sorbonne University & Bucharest University. She has also attended advanced business courses at Duke University, Harvard Business School and INSEAD.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*Being part of the AmCham family represents a responsibility for the greater good and a commitment to live up to consistently high standards of transparency, integrity and a level playing field. I strongly believe that we have a duty of care for the future of Romania and it is up to each of us to dedicate resources and expertise to address current challenges. As 2015 unfolds as a critical year for the country and its new Government, with a chronic, accrued stalemate in infrastructure, EU funds absorption, energy, education, healthcare and others, the role of AmCham will be instrumental in aggregating the voices of the business community towards value creation projects and the strategic growth of Romania. I am committed to continue my intensive efforts within the AmCham Board, and dedicate time and knowledge to the benefit of our members. In addition to the projects started last year (some finalised – such as the AmCham e-book Invest in Romania, some pending – a modern Public Procurement System based on best value), I plan to advocate and support initiatives, such as: 1. Launching and calibrating a think tank on the sustainable and performing country model, including a transformational alignment of Romanian leadership (private and public); 2. The reform of the public procurement system; 3. Maximisation of EU Funds efficient use.*

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**Nadia Crișan**  
Managing Director

**McGuireWoods  
Romania**

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## **ABOUT**

Nadia Crisan became the Managing Director of McGuireWoods Romania in February 2007. She has been a member of the Board of Directors of Ford Romania since 2009, has been a member of the Board of AmCham Romania since 2013 and a member of the Board of Romania Ireland Business Association since 2014. Nadia works closely with strategic foreign investors to help them achieve their business objectives in Romania. Until 2007, Nadia served as First Secretary at the Embassy of Romania in Washington, where she was responsible for promoting Romania's policies and interests before the United States Congress; strengthening relations with American investors; and articulating the Romanian perspective on international energy and security matters to various Washington think tanks. Nadia was also a member of the Romanian press corps and she has written extensively on foreign policy related to the United States, Europe, the Middle East, and Latin America. Nadia Crisan has a Masters in International Law and Diplomacy from the Fletcher School at Tufts University and a BA from Illinois State University.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*As the local leader of a historic American firm, I have had the honor to serve as AmCham Vice-President (2013), and Chair of the Agri-Business Food and Tourism Committee (2013-2015) and I have worked with my Board colleagues and our members as one team to build a stronger and more hopeful business community in Romania. We worked in teams to identify and prioritize our responses to major current developments, but also to address key challenges Romania is going to face over the next years and on the long term, and I would like to have the opportunity to continue my role in the Board and through the AmCham Committees.*

*In 2014, AmCham once again set in front of the various political leaders, especially in light of the presidential elections and walked them through our "Priorities for Romania." This was a time of reflection and analysis and I have been very committed to contribute my ideas, knowledge and skills to the further growth of the organization. The current Board and the executive team has invested significant time and resources in assessing our organization, reviewing our development strategy and future potential and I believe the work needs to continue in 2015 as well. Also, in 2013 and 2014, in particular, we made a major commitment to the Coalition for the Development of Romania and we committed to have major contributions through the various task forces we chair, in 2015 as well.*





**Kostas Loukas,  
General Manager,  
Microsoft Romania**

## **ABOUT**

Kostas joined Microsoft Romania as a General Manager in April 2013, to lead the transformation of the company to a devices and services business in the country. Kostas Loukas has been with Microsoft for more than 10 years and has built strong leadership capabilities in the areas of General Management, Marketing, Operations, and Finance. Kostas started his career with Microsoft Greece in 2005 as a Financial Controller, followed by a 3-year assignment as Finance and Administrative Director. In 2009, for one year, Kostas supported Microsoft Greece as acting subsidiary General Manager and as of 2010 as Marketing and Operations Lead. Since January 2012, Kostas was Country Manager for Microsoft Cyprus and Malta. Prior to joining Microsoft, Kostas worked for three years for Coca-Cola Southeast Europe in various managerial roles. He also brings his experience from P&G, where he supported Marketing and Sales functions from a Finance stand point. He has an Executive MBA from INSEAD, an MSc in Finance from the London School of Economics, and a Bachelor of Economics from the University of Athens.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*I am personally motivated by the impact of what I do – as the representative of a company that has always been driven by big/bold goals, including in Romania. The undergoing transformation of the country and the international context require in many areas a “clustered” position of the private sector and a strengthened dialog with policy makers. For example, Romania still has a big opportunity to increase the performance of the domestic economy and its competitiveness through a more effective use of digital technologies, especially in segments such as SMBs and Public Sector – and while the availability of the newest relevant technologies is important, it is critical to contribute to a policy environment that is on parity with the innovation landscape and encourages the businesses to consider technology as part of the growth strategy. On an even larger perspective, we have recently seen an unfortunate attempt of the policy makers of regulating the “cyber area”. We strongly believe that we can and have to contribute locally considering our expertise in the sector as well as the responsible role we want to play.*

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*Our AmCham business community has an opportunity to have a stronger voice and be more effective with the initiatives it drives.*



**Nolan Townsend**

**General Manager  
Pfizer Romania**

## **ABOUT**

Since April 2014 Nolan Townsend has held the role of Country Manager, Pfizer Romania. Nolan was elected to the Board of the Association of International Pharmaceutical Manufacturers of Romania (ARPIM) in November 2014.

Prior to his appointment in Romania, Nolan held the position of Country Manager, Pfizer Ukraine. While in Ukraine, Nolan undertook industry wide leadership roles having been elected as Chairman of the Association of Pharmaceutical Research and Development (APRaD) in 2013 and as a Chairman of the Healthcare Committee of the American Chamber of Commerce in Ukraine in 2012.

He began his career at Pfizer in the Corporate Finance Division in 2003. He has since held roles of increasing responsibility in Corporate Finance, Corporate Strategy, Business Operations, Marketing and General Management in Pfizer's New York headquarters, Asia and Eastern Europe.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*I believe that the inclusion of a Fortune 50 company with meaningful investment in Romania such as Pfizer in the AmCham Romania Board of Directors is important for the appropriate representation of broader business challenges and opportunities in the country. Pfizer can bring a new perspective on relations with Romanian authorities and new ideas about the approaches to improve the local business environment. I have held leadership roles in AmCham South Korea and AmCham Ukraine. Through these experiences I have worked in partnership with AmCham member companies and government authorities to address meaningful systemic and industry specific challenges as part of the broader AmCham strategies in those respective countries. I also think that the perspective I will bring to bear having held roles in several diverse country and functional contexts would position me as a valuable contributor to the AmCham Board of Directors.*

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**Ionuț Simion**

**Tax Advisory Services  
PwC Romania**

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## **ABOUT**

Ionuț Simion, PhD in Economics, is Partner in Tax Advisory Services, Corporate Tax Department and leader of PwC Moldova practice. He joined PwC Bucharest in 2000. He has extensive experience in transfer pricing, international corporate tax structuring, real estate and merger & acquisition projects. Prior to joining PwC he worked for seven years in the fast moving consumer goods industry where he last acted as Finance Director. Ionuț is also leader of the CEE Transfer Pricing practice and a member assistant of the EU Joint Transfer Pricing Forum. He has been actively involved in the modernisation of the transfer pricing legislation of various CEE member states and he advocated their stand on the matter to the EU. He is leader of the Technology, Information, Communication and Entertainment (TICE) industry, leader of the Automotive Group and part of the PwC EMEA Tax Automotive Network, with significant experience in dealing with multinational companies. Currently, Ionut is board member of Amcham , where is the Chairman of the Tax Committee and starting with January 2015, Ionut is the Leader of Finance & Taxation Task Force within the Coalitia pentru Dezvoltarea Romaniei.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*Based on my expertise and experience I would personally like to contribute to a successful and effective lobby process for AmCham members and I would relish the opportunity to be part of the decision-making process inside the organization. Over the years I have accumulated a lot of knowledge on preparing position papers in an efficient way and approaching decision-makers in an effective manner. In my capacity as Chair of the Taxation Committee I led numerous initiatives in the area of amending & improving the fiscal legislation in the country (i.e. Fiscal Code, Fiscal Procedural Code, Methodological Norms, etc) as well as other key legislative initiative such Labour Code, Pension Law, etc. Being a member of the Board will allow me to better serve the membership and the interests of the business community represented by AmCham. For four years, I participated in the activities of the AmCham Board, in my capacity of Chairman of the Tax Committee including as Vice-President. I have lobbied effectively to have the Fiscal Code and the Fiscal Procedural Code amended and I have contributed to assisting the Romanian Government in transposing EU directives into Romanian legislation.*

## **ABOUT**



**Bogdan Padiu**  
CEO  
Teamnet Group

Bogdan Padiu is the CEO of Teamnet Group, one of the most important IT&C integrators in the region with customers in 16 countries from Central and Eastern Europe (CEE), Middle East and North Africa (MENA), over 800 employees and annual turnover estimated to surpass 100 million euros by 2016. Bogdan's business philosophy is to drive technological innovation that fundamentals the evolution of individuals and the overall society. This is why, in the past 14 years, Teamnet has constantly invested in integrating state-of-the-art technologies such as Geographic Information System, Cloud, Unmanned Aerial Vehicles or Supervisory Control and Data Acquisition (SCADA).

Bogdan started programming out of passion, in 1994, while he was still in high school, gathering relevant experience and developing his expertise. In 2001, Bogdan decided to start his own business in the IT field, founding what today is known as Teamnet Group.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*I strongly believe in Romania's potential for innovation. This is why, as AmCham board member, I aim to introduce in the organisation's agenda new ways to access and expand the local potential for innovation. An environment that encourages technological development will be beneficial to all of us – it will generate social evolution, institutional reform and support Romanian companies to develop their activity. I also plan to drive specific initiatives for increasing Romania's competitiveness as a country, through its industries with high potential in generating growth and welfare for the society. Teamnet's projects in the region and the future development plans will ensure the exchange of good practices for local business representatives. I am bringing the expertise of Teamnet Group in IT&C integration, Project Management, Medical Software, Engineering and Cloud Computing and the consistency and determination to place technology at the core of public and private organizations.*

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## Carmen Neagu

President of the  
Supervisory Board  
SN Transelectrica SA

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### **ABOUT**

Carmen Neagu is a reputed energy industry expert, President of Transelectrica's Supervisory Board, since May 2014. Previously, she has joined Transelectrica's Supervisory Board as Member, in June 2013. From January 2014 she became shareholder and CEO for Peria Capital SRL, being responsible for the company development as key consultancy player for business and management in the region with a special focus on capital conveying activities for Romania and SEE.

Carmen has built a long career within the Energy sector in Romanian companies and multinationals. From September 2005 to December 2012, as GE Energy Region Executive South East Europe she was responsible of the entire range of GE Energy products and services in the region. Up to 2005 she was involved in strategic development of the Romanian power system, within ELCEN, Termoelectrica and Electricity National Company and has held various top management positions in the fields of strategy and international affairs in power generation during the Romanian Energy Sector restructuring process. In 1998, she became the EU PHARE Program expert in energy investment management.

### **What motivates you to run for a position in the AmCham Board of Directors?**

*As President of Supervisory Board of CNTEE Transelectrica, leading company in the Energy Sector, one of the most challenging domain for Romania, allows me to better understand the importance of AmCham role as promoter of a transparent business environment. Energy domain become one of the most important in Romanian economy, major themes as security of supply, energy efficiency, smart and clean energy generation and consumptions being the basic of a stable and reliable economy. It's still a lot of work to be done in this field, AmCham can play an important role and I can bring for the first time in AmCham BOD the voice of one of the most important Romanian companies, Transelectrica, one of the most prestigious Romanian companies with the biggest experience in managing the Romanian power system and with central role in energy and economic development, well known as promoter of innovative business practices and new technology for the support of energy developments in Romania based on the most advanced technologies and services.*



Tim Helsen  
CEO  
UPS Romania

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## **ABOUT**

Tim Helsen, a 35-year-old native of Belgium began his UPS career in 2001 and until 2007 held various positions within the UPS finance and accounting function in Belgium, the Netherlands, and Luxembourg. In 2007 he was promoted to finance, reporting and planning manager for the UPS Europe Supply Chain Solutions, based in Biel, Switzerland. Tim holds a bachelor's degree in tax and accountancy from the Katholieke Hogeschool College in Leuven, Belgium.

Tim Helsen began his UPS career in 2001 as a finance specialist at UPS Belgium based near Brussels. In the following years, he held various positions of increasing responsibility within the UPS finance and accounting function in Belgium, the Netherlands, and Luxembourg.

Tim returned to Brussels in 2011 to serve as UPS Europe, Middle East, and Africa finance & accounting director for the authorised service contractor countries in the region, and two years later became controller for the East Europe District. He accepted his current position of Greece, Hungary and Romania country manager in August 2014, based in Bucharest.

## **What motivates you to run for a position in the AmCham Board of Directors?**

- *Belgian national with experience working out of Europe HQ based out of Brussels.*
- *>10 Years of experience with UPS in different countries working out of Belgium, Netherlands, Turkey, Switzerland and Dubai.*
- *Strong supporter of TTIP (UPS is co-chair sponsor for TTIP) and overall growth in and out of Romania. As representative of the largest transportation and service provider globally, I believe that representing UPS in Romania (and Hungary and Greece) we can act as a barometer of general trends of other industries.*
- *Want to create an open and honest way of doing trade domestically and international.*
- *UPS has a long experience working out of Brussels with AmCham, we can invite expertise from our Brussels HQ to act as public speakers at the AmCham events.*
- *Want to create an increased awareness and replicate some of the success stories from other countries such as Woman Leadership development and areas with regards to working in a safer/healthier environment respecting EU regulations.*
- *I'm committed to the growth of Romanian Small and Medium Business and with UPS we have created dedicated solutions to support ever growing B2C business that might be off interest to other AmCham members as well.*



**Bryan Jardine**  
Managing Partner

**Wolf Theiss Bucharest**

## **ABOUT**

Mr. Jardine is a U.S. trained and California-bar admitted attorney (1990) who has lived and worked in Romania since 1996. In 1998, Mr. Jardine established the Bucharest office of the Washington D.C.-based law firm of Arent Fox Kintner Plotkin & Kahn, PLLC and headed this office until 2001. Between 2001 and 2005, Mr. Jardine was counsel for Squire, Sanders & Dempsey L.L.P, and functioned as the primary liaison with its Bucharest affiliated office. In 2005, Mr. Jardine was appointed managing partner of the Wolf Theiss Bucharest office, in charge of the establishment of the office and its development on the local market. Over his legal career in Romania, Mr. Jardine has represented a number of high profile local and foreign clients in energy, privatization, telecommunications, infrastructure, M&A and public-private partnership projects in the CEE/SEE region. Mr. Jardine is also one of the three founding members of the Romanian Petroleum Club (<http://www.petroleumclub.ro>), which he helped to establish in 2001..

### **What motivates you to run for a position in the AmCham Board of Directors?**

*I am a U.S. citizen and California-admitted lawyer who has lived and worked in Romania since 1996. I initially came to Romania as a volunteer with the American Bar Association, assisting the Romanian stakeholders to create the legislative framework needed in order to develop and promote a functioning market economy in Romania. As such we sought to introduce U.S. models and best practices for draft legislation that would eventually lead to the introduction of comprehensive Romanian laws governing the areas of (among others) Bankruptcy/Insolvency, Secured Transactions and Competition.*

*I therefore believe my experience going back almost twenty years in trying to foster the link between the U.S. and Romanian business and legal communities would benefit AmCham and motivates me to run for this position.*

# CANDIDATES FOR THE AUDITING COMMITTEE



*Manuela Furduliu*  
FinExpert Consulting



*Serge Gonvers*  
Mazars



*Florentina Grigore*  
RSM Scot



*Vlad Icodin*  
Top Movers



*Cristian Mitrus*  
Alpha Consulting  
Business Solutions



## **ABOUT**



**Manuela Furdui**  
Managing Partner  
FinExpert

**Manuela Furdui** has a professional experience of over 20 years in financial services area. She has a significant experience in auditing, accounting assistance, tax assistance and state aid consultancy, coordinated numerous complex financial projects in various industries and has extensive experience in leading a team of over 90 consultants.

Manuela is a chartered accountant, tax consultant and financial auditor. Before founding FINEXPERT back in 2003, she held a management position in one of the big4 companies

### **What motivates you to run for a position in the AmCham Auditing Committee?**

*Finexpert, has already a large portfolio of clients whose opinion on the financial and economic legislation and Romanian business environment I can represent in the Auditing Committee.*

*I have a large experience in the consulting field, more than 7 years in one of the Big 4 Audit & Consultancy companies in Romania and more than 10 years managing my own company.*

*I am a member of state aid and structural funds committee. In this quality I attended most of the AmCham events in the past year thus being in direct connection with the activity*



**Serge Gonvers**  
Partner  
Mazars

## **ABOUT**

**Serge Gonvers** is a Swiss national and he is a graduate in Business Administration of the University of Geneva, (Switzerland). He is a chartered accountant, member of the Romanian Chartered and Certified Accountants Body (CECCAR), and a financial auditor, member of the Chamber of Financial Auditors of Romania (CAFR). **Serge** has accumulated 30 years of experience in the financial and business management sector, working for well-established multinational companies in Switzerland, Europe and other regions. In Romania he has been acting as director of the department offering support to foreign investors and SMEs within PricewaterhouseCoopers Romania (1996-1999). He has been an active participant in projects related to evaluations, acquisitions and major privatisation operations, and he was involved in several development projects in the industrial, commercial or real estate sphere since 1994. Since September 2013, Serge has joined Mazars as Partner. Mazars is a reputed leading professional services firm in the fields of audit, outsourcing & payroll, tax advisory and financial services, present in 72 countries worldwide and in Romania since 1995.

### **What motivates you to run for a position in the AmCham Auditing Committee?**

*AmCham represents well and large the business community of Romania.*

*Serge has been an AmCham member for the last 16 years. He is a member of the auditing committee since 2002.*

*Qualified financial auditor both in Romania and in his country of origin he has been performing audits for the last 20 years and in Romania since 1999.*



**Florentina Grigore**  
Certified  
Accountant  
RSM Scot

## **ABOUT**

Ms. Florentina Grigore is an expert accountant - member of The Romanian Body of Chartered Expert Accountants, financial auditor – member of the Romanian Chamber of Financial Auditors and tax consultant – member of The Romanian Chamber of Tax Consultants.

Ms. Grigore has a wide experience in the field of accounting with over 15 years of experience in providing accounting and other professional services.

Her main activities and responsibilities are:

- Financial Reporting (RAS, IFRS)
- Management Reporting
- Group Reporting
- External / Internal Auditor Relationship

### **What motivates you to run for a position in the AmCham Auditing Committee?**

*AmCham is the most important business association in Romania.*

*I have a wide experience in the accounting and taxes field. I was a member of the AmCham Auditing Committee since 2008.*



**Vlad Icodin**  
General Manager  
Top Movers

## **ABOUT**

- General Manager, Owner of TopMovers: Top Movers International Relocations and Top Storage(2003–2015);
- Country Manager and Administrator, Interdean (2000-2003)
- Sales Manager ,Interdean Interconex International Movers, Romanian Office(1996-2000)
- Sales Representative, Foster-Fuller USA, Representative Office(1995-1996)
- HVAC Designer, National Institute of Projects for the Light Industry(1988-1990).

### **What motivates you to run for a position in the AmCham Auditing Committee?**

*I consider AmCham as the best result of the right people in the right places, Romanians and Foreigners as well, serving to a common goal for the future of successful relations between USA and Romania.*

*My personal expertise as Official Logistic Partner of The Delegations of Vice President Joe Biden, in 2009 and 2014, a well as Official Logistic Partner of American Delegation at the last NATO Summits in Romania, is obliging me to put my expertise at the disposal of AmCham Romania Members and The Respected Board of Directors.*

*At least but not last, I do served with experience and dedication more than 5 Years in the service of AmCham's Auditing Committee ,honored to serve together with Mr. Dan Schwarz, Mr. Serge Gonvers and Mrs. FlorentinaGrigore.*





**Cristian Mitrus**  
Managing  
Director  
Alpha Consulting  
Business Solutions

## **ABOUT**

Cristian Mitrus is a Chartered Accountant as well as a Fiscal Consultant.

He is working in the accounting sector since 1993.

The company Alpha Consulting Business Solutions is member of AmCham since 1999.

He occupied a seat in the Auditing Committee in 2001 and 2012.

He is fluent in English and French.

Alpha Consulting Business Solutions is a member at Chamber of Financial Auditors from Romania ,the Body of the Chartered Accountants and Authorized Accountants from Romania and the Chamber of Fiscal Consultants.

## **What motivates you to run for a position in the AmCham Auditing Committee?**

*The motivation is driven from the wish to help the creation of a modern, competitive, industrialized economy. Such achievements would be beneficial for the American investments in Romania.*

***THANK YOU!***

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