



**2019**

AmCham  
Romania  
Elections

for the

**Board of  
Directors**

**CANDIDATES  
PRESENTATION**

**JOVAN RADOSAVLJEVIC**  
General Manager



**Coca-Cola HBC**  
**România**



Jovan Radosavljevic started his career at Coca-Cola HBC more than 20 years ago, as a merchandiser, in Serbia. Since 1998, he held various positions and, in 2009, became Sales Manager of Coca-Cola HBC in Serbia, expanding his responsibility to Montenegro in 2010 and Kosovo in 2011. Jovan is well acquainted with the Romanian market, due to almost three years spent here as Commercial Manager, between 2013 and 2016. Since 2018, he is the General Manager of CCHBC Romania, leader of the local beverage industry, with an agenda that is focused on sustainable growth of the business, customer and consumer centricity, organizational and people development and on contributing to communities development.

## Why do you think affiliation with AmCham Romania is important?

AmCham represents one of the most trusted advocacy partners in Romania. Its history and business approach adopted over the years makes AmCham a reliable stakeholder committed to promoting a dialogue full of substance and solutions between the business community and the central or local authorities.

We Coca-Cola HBC, as business leaders in our industry field, share the same ideals and beliefs with AmCham community, recognizing the fact that added value in economy and society can only be created by nurturing stakeholder relationships, always based on mutual respect and understanding.

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

AmCham's comprehensive agenda, discussed and approved in various task-force meetings, shapes the narrative in important economic fields such as environment, health, macroeconomics, taxation, energy. By acting together and by speaking with one voice through AmCham we can unblock key policies that would help Romania grow.

The business community must play a more significant role in bringing together people and solutions to help Romania build a transparent and competitive business environment. If I can bring my humble share of knowledge and expertise to this process, it would be a great honour and pleasure for me.

### What qualifies you for this position?

Experience both in the market, as Sales Manager of Coca-Cola HBC Romania and as top-level manager, ensures a thorough understanding of the Romanian business environment.

I assumed the role of General Manager for Coca-Cola HBC in FYROM in a period with record high volume and revenue for the Macedonian business of Coca-Cola HBC group. During my stay in Macedonia, I was a member of AmCham Board Member for 2 years. I believe I have gathered essential business management skills that would help me contribute to the achievements of the AmCham Board.

## How have you been an active member in AmCham over the past year?

During the past years, we participated in AmCham working-groups and task-forces on relevant topics for our business. We offered our input in position papers, statements and working documents. We tried to participate in all public events or consultations organized by AmCham or with the contribution of the association aiming to enhance the consistency of the Romanian legislative and business environment. My predecessor and colleague, Jaak Mikel, held the Presidency of AmCham Board Members. I would highly appreciate the opportunity to further develop Coca-Cola HBC involvement in AmCham.

### Please list three priorities you see relevant for AmCham as a leading business association:

- Ensure the proper implementing of the revised legislative framework regulating environment and more specifically packaging waste management system, in the light of the EU Circular Economy pack and Single Use Plastics Directive proposals.
- Coordinating industry's position on various commercial legislation and competitiveness topics.
- Reshaping the dialogue between the business community and the Government, bringing into public debate topics sharing AmCham's values and interests.

**ALEXANDRU REFF**  
Country Managing Partner

**Deloitte.**



Alexandru Reff is an attorney at law with more than 20 years of experience in business law, taxation and assistance of multinationals and local entrepreneurs in relation to investments, acquisitions and exits.

Alex has wide experience with projects involving a large number of jurisdictions where both local technical knowledge and strong interpersonal and coordination skills are required. He has coordinated multidisciplinary teams of lawyers and consultants in some of the largest transactions in Romania and other countries in the region.

In his current role, Alex supports partners and colleagues to work together effectively in order to make an impact that matters on Deloitte's clients, on its people and on society. He pursues longterm goals, with a commitment to servant leadership, meaningful work and meaningful relationships.

## Why do you think affiliation with AmCham Romania is important?

In my view, AmCham is the most prominent business association of Romania. In its more than 25-year history, AmCham has become a beacon for the investors in the country, a reference for policy-making, community-building, a respected advocate for sustainable growth, public dialog, social responsibility. Its anchorage by American investors and patronage by the US Embassy are crucial contributors to AmCham's credibility and strength, but it is rather its inclusiveness (it currently represents almost 500 firms, many of which are local businesses) and the effectiveness of its management in generating engagement with its members that explains the special traction of AmCham initiatives.

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

Beyond our work for clients, we seek to make a distinctive, lasting impact by contributing to the development of growth-enabling public policies and to strengthening the fabric of the business community in Romania.

As managing partner, I would like to lead this important effort by personal example.

I believe that serving on the Board of Directors is the best way in which I could help bring the strength of our organization in the service of AmCham's objectives.

### What qualifies you for this position?

I am a Romanian attorney at law with more than 20 years of professional experience in business law and taxation, which gives me a superior understanding of the framework in which business operates in this country. I have a solid understanding of governance and, by operating in a partnership, I am used to an inclusive, transparent and collaborative leadership, both of which being useful in board positions. Finally, I have a broad business and social network and a proven track record of professionalism and integrity which I would like to bring in the service of AmCham, strengthening its credibility and connectivity.

## How have you been an active member in AmCham over the past year?

I have engaged with AmCham in various broader forums and networking events, including general meetings, CEO gatherings, celebrations. Not being on the Board and having some other 30 colleagues involved in various committees and tasks forces, I have not had a formal role or contribution, which is partly why I am running for a seat on the Board, as this would give me the opportunity to elevate my own contribution while maximizing the impact of our overall Deloitte contribution.

### Please list three priorities you see relevant for AmCham as a leading business association:

- Step up its efforts and the effectiveness of its advocacy in favour of legislation and administration which respect the rule of law and support the growth of business
- Addressing, from an advocacy perspective, not only tax policies, but also other macro-economic policies which affect the long-term, sustainable growth of business, such as the aggravation of budgetary and current account deficits.
- Additional initiatives to build stronger relationship between its members, enhancing its contribution to networking and knowledge sharing.

**ELISABETA MORARU**

Country Manager



Ela Moraru is Country Manager at Google Romania where she joined initially as Industry Manager in April 2012 working with business verticals, in e-commerce, finance and classifieds.

Previously she was part of the management team at Xerox and Microsoft.

Ela Moraru holds a Ph.D. degree in Communication Sciences with a thesis focusing on the evolution of the public sphere along side with the transformation of the access to information of the citizens. She graduated a Business Academy at Duke University.

## Why do you think affiliation with AmCham Romania is important?

AmCham represents a strong association, a voice that can lead the advocacy for the American but also Romanian companies. Although many such associations exist, the added value for AmCham is the strong participation of the American Embassy as well as the full commitment of the members. For Google Romania the affiliation with AmCham is the way in which we scale and greater impact is ensured to any initiative that is agreed jointly.

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

I have decided to run for a Board position because I want to continue the efforts done as part of the Education project and ensure that the American companies show their impact and their commitment to the Romanian authorities and the Romanian public. As well, I believe that are potential new projects with longer term results for the SMB's and ITC Committee where my expertise and drive could make a difference.

## What qualifies you for this position?

In the last 7 years as member of the Google team I have driven specific Education projects under which we have reached more than 30k teachers and 250k pupils in the K12 system and in the academic area we have trained more than 100 K students and more than 10 K teachers. We have been in contact with all the relevant actors of this ecosystem, NGOs, Ministries, teachers, pupils, students, etc.

## How have you been an active member in AmCham over the past year?

I have ran the Education Committee in the last 3 years and this implied proactive involvement with members of AmCham, public authorities, universities and NGOs. As part of the Board, I have also endures the communication with AmCham members, representation of the Education Committee within public events and specific projects implication (AmCham Platform, Startups project, etc).

## Please list three priorities you see relevant for AmCham as a leading business association:

- Collaboration with SMEs – is crucial as the number of members within AmCham has grown and more and more are representatives of smaller companies.
- Advocacy with MEP's – is very important as there are the ones that propose and/or decide the legislative changes that impact the business environment. I believe it is of high impact to present these elected politicians the technical and legal arguments from the business side to that they take them in consideration or at least be aware of them while politically debating for such changes.
- Showcasing for the impact AmCham has.

# DANIELA NEMOIANU

## Senior Partner



**NEMOIANU**  
Consulting • Tax • Law



With 23 years of business and management advisory experience within Big4 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.

Daniela has been an active contributor to AmCham's actions for the past 20 years and she has played an active role in the AmCham Board of Directors. She acted as President of AmCham in 2015/16 and VicePresident in 2018/2019.

Aside from her work, Daniela enjoys getting involved in community projects, especially those relating to education (Teach for Romania Board member) and environmental protection. Daniela's hobbies include art, wild life preservation and ancient civilizations.



## Why do you think affiliation with AmCham Romania is important?

Being part of the AmCham family represents a responsibility for a higher purpose and a commitment to live up to consistently high standards of transparency, integrity and a level playing field. AmCham has further extended its track record of successful contributions, advocating for Romania's economic growth and modernisation while promoting the legitimate growth of economic interests of US, international and local businesses. The leading role of the AmCham has inspired the alignment of other associations within the Coalition for the Development of Romania and has set a positive tone for a constructive dialogue with the authorities to the benefit of a better local business environment.

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

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.

I am committed to continue my intensive efforts within the AmCham Board, and dedicate time and knowledge to the benefit of our members. I plan to advocate and support initiatives, such as: 1. Continue to develop the think tank on the sustainable and performing country model, including a transformational alignment of Romanian leadership (private and public); 2. Strengthening the rule of law and free market; 3. Solutions for good governance and modern policies.

### What qualifies you for this position?

I have 23 years of reputable advisory, legal and advocacy experience with the local and regional business and public environment, extensive professional knowledge in areas of interest to AmCham and a strong drive to make things happen. I am, from a top executive position, a leading consulting voice, deeply aware of the growth challenges of companies doing business in Romania.

I have been active with AmCham since 20 years ago, so I have a good understanding of and fully adhere to AmCham values, strategy and goals.

### How have you been an active member in AmCham over the past year?

I have been an active member of the AmCham Board, VicePresident and Chair of the Macroeconomics TaskForce and of the Environment Committee. I have contributed to various initiatives of AmCham such as Project Romania, Priorities for Romania, Report of Investment Policies, Board strategy exercises etc.

### Please list three priorities you see relevant for AmCham as a leading business association:

I believe that AmCham should continue to pursue its vision and enhance its impact on the business environment and larger community by increasing size and benefits to members, stimulating the pro-active engagement of all member categories, encouraging new breakthrough projects serving the higher purpose of a better Romania, and aligning the advocacy voices of key business associations.

# IONUȚ SIMION

Country Managing Partner



Ionuț Simion is Country Managing Partner of PwC Romania, where he leads a team of over 650 professionals, including 19 Partners, across three lines of services – Assurance, Tax and Legal Consulting, Management Consulting and Deals. He is also a member of the Management Board of PwC in South-Eastern Europe.

Ionuț is one of the best known tax advisors in Romania and for six years he was the leader of the Taxation committee of AmCham. Currently, he is a vice-president of the Romanian Chamber of Tax Consultants.

Ionuț served as President of AmCham between 2016 and 2017. In this role, he was involved in discussions and negotiation with Romanian authorities on several legislative initiatives having an impact on the Romanian business environment.

## Why do you think affiliation with AmCham Romania is important?

AmCham is one of the most reputable business associations in Romania, gathering amongst its members the most important and representative companies active in Romania and providing them with quality services, empowering the business community and giving it a strong and clear voice in society. I believe that AmCham makes a vital contribution to improving the Romanian business environment, by keeping a constant dialogue with the relevant decision makers and by issuing top quality reports and analysis highlighting the main challenges faced by the business environment and potential solutions.

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

We are going through a period in Romania in which there is a growing mistrust between public authorities and the business community, while some decision makers are launching public attacks against multinational companies and foreign investors. I believe that, based on my experience as Country Managing Partner of one of the main professional services firm in Romania, PwC, and a former board member and President of AmCham, I can contribute to restoring a climate of respect and trust between the Romanian authorities and the business community.

### What qualifies you for this position?

Over the years I have been very active in what I believe is the main business associations in Romania - AmCham, but I also contributed to other organizations such as CDR and FIC. In my former capacity as Chairman of the Taxation Committee of AmCham, I have successfully advocated to launch of the modernization of ANAF. Last but not least, my experience as Vice-president and later on President of AmCham, qualifies me as an advocate for improving the business environment in Romania.

## How have you been an active member in AmCham over the past year?

After my stint as President of AmCham in 2016-2017, I have kept close ties with AmCham. Together with colleagues in PwC Romania I have taken an interest in the position papers and reports produced on various topics of interest for the Romanian business community. To give just one recent example, I have contributed to a PwC report about potential solutions for the shortages on the local labor market, whose conclusions and recommendations I have communicated publicly in several high level business events.

### Please list three priorities you see relevant for AmCham as a leading business association:

- We need to maintain the dialogue with decision makers open and to find grounds for collaboration. I shall therefore seek to organize round tables and business breakfasts with key representatives of the authorities.
- We need to present constructive solutions for the many challenges faced by Romania and by the local business environment.
- We need to improve education throughout the general public in order to combat the populist tendencies we see in recent years.



**2019**

AmCham  
Romania  
Elections

for the

**Auditing  
Committee**

**CANDIDATES  
PRESENTATION**

# OANA NICORESCU

## Partner, APEX Team International



Being part of a community as AmCham is very important for a company because becomes part of the voice that can speak loudly and clear the necessities and position of the business community in Romania.

Running for a position in the AmCham Auditing Committee is for me an honor and an opportunity to offer something back to the community that shared with me so many interesting things over the years.

More than 20 years of experience in tax advisory and in accounting, together with my fluency in English qualify me for being part of the Auditing Committee.

In the last years I have been part of the tax committee and a trainer at the workshops held for AmCham community.

# MANUELA FURDUI

## Managing Partner, FINEXPERT CONSULTING



**Manuela Furdai** has a professional experience of over 25 years in financial services area. She has a significant experience in auditing, accounting assistance, tax assistance and state aid consultancy, has 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:

Manuela has graduated the Faculty of Finance and Accounting of the Academic of Economic Studies in Bucharest in 1994, and obtained the Certificate in International Business at the University of Bristol (UK) in 1998. Manuela also graduated the Executive MBA program in International Business at Ecole Nationale des Ponts et Chaussees in Paris (France) in 2000.

# MĂDĂLINA STOICA, Certified Accountant RSM Romania



**Ms. Madalina Stoica** is an expert accountant - member of The Romanian Body of Chartered Expert Accountants. Ms. Stoica has a wide experience in the field of accounting with over 9 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.