

**BOARD
OF DIRECTORS
ELECTIONS**

**MEET THE
CANDIDATES**

2022



Mihaela Nădășan
[Banca Transilvania](#)



Alina Gamauf
[Carrefour Romania](#)



Marius Perșinaru
[Channel Advisors](#)



Jovan Radosavljevic
[Coca-Cola HBC Romania](#)



Alex Milcev
[EY Romania](#)



**Andrei Alexandru
Andreescu**
[IBM Romania](#)



Diana Dumitrescu
[InnovX Business
Accelerator](#)



Sévan Kaloustian
[Janssen, Johnson &
Johnson Romania](#)



Alina Irma Orban
[Microsoft Romania](#)



Sergiu Russu
[Oracle Romania](#)



Mihaela Stancu
[Procter&Gamble
Romania](#)



Anca Damour
[Superbet Group
\(SB Group\)](#)



Roberto Musneci
[Șerban & Musneci
Associates](#)



Achilleas Kanaris
[Vodafone Romania](#)



MIHAELA NĂDĂȘAN

Deputy CEO - FI&M and IR

BANCA
TRANSILVANIA

Starting with October 2018, Mihaela acts as Deputy CEO, Head of FI&M and IR of Banca Transilvania S.A. (BT), coordinating directly the Financial Institutions & Investor Relations Department, the bank's Treasury and the activity of BT subsidiaries.

She joined Banca Transilvania back in 1998, as a Treasury/Settlement Officer, building up her career, with different management positions, starting with 1999 as head of the FI department, continuing as Manager and since 2009 as Executive Manager. Beside the roles assumed within the bank, Mihaela holds positions as Member of the Supervisory Boards in the brokerage, pension and leasing subsidiaries of the group.

Starting with 2012 she also coordinates the M&A activity of the group. Given her early involvement in programs and projects covering the E&S aspects as well as in those ensuring the energy efficiency on-lending, Mihaela was appointed responsible for "Sustainability" - with all related aspects of this area - in BT. In this context, she coordinates an inter-departmental team who drafts and implements the Group's ESG initiatives.





**MIHAELA
NĂDĂȘAN**

Deputy CEO -
FI&M and IR

**BANCA
TRANSILVANIA**

Why do you think affiliation with AmCham Romania is important?

It is crucial because it improves communication between the business community and the government. It also improves Romania's business environment by advocating honest solutions and goals, as well as being a reliable partner and a strong voice in the Romanian business community. Furthermore, AmCham Romania's agenda is particularly appealing, covering topics such as Capital Markets, Competition & State Aid, Corporate Governance, and Macroeconomics. Of course, this agenda is designed to promote the best practices and commercial interests of its members in their dealings with Romanian authorities. Last but not least, it is critical that AmCham plays a key role in Romania's economic development and continues to contribute to stronger trade and investment connections between the two countries.

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

It's a fantastic opportunity to put my experience as the Deputy CEO of Banca Transilvania S.A. to work in this business community, promoting AmCham's established objectives to its members. Another factor that contributes to the motivation to apply for the Board of Directors is the opportunity to directly contribute to the growth of the Romanian business environment through AmCham by promoting its members' best practices and business priorities in their dealings with Romanian authorities. As a result, AmCham members' shared plans will be easily satisfied, which is useful to a thriving business environment.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

Given the fact that I act as the Deputy CEO of Banca Transilvania since 2018, I can say that the experience and skills gathered in this position, especially all the key decisions regarding the company, which includes various sectors and fields of the business, such as treasury, business development, finance, human resources, can represent an important qualification for this position. In the same manner, the experience and skills gathered in Treasury, Money Market and Foreign Exchange Market Departments of Dacia Felix

Bank and West Bank, consist important qualifications for fulfilling the agenda of AmCham.

Therefore, my personal contribution will especially consist in expertise in the business area, in order to ensure that the organization's values and mission are properly accomplished.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Given the experience I have gathered in the field of M&A, from 2012 until now, I could say that the area of business growth would be naturally suitable for my skills. However, this does not mean that I do not express my willingness to mitigate other areas of interest for AmCham, in the event that such an opportunity arises and which would be beneficial to the parties involved.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. It is critical for AmCham to continue to facilitate an open conversation between the business community and the government in order to make Romania a better place to do business and build a brighter future. Also, I believe that AmCham's work should be continued by specialized working groups in order to achieve the best results in each specialized area.
2. Last but not least, given the country's social and environmental issues, this is the ideal time to continue AmCham's CSR aim of encouraging Romanian businesses to get involved in their communities' issues. I am convinced that by assisting charitable organizations and lowering our (not only as a business community, but as a society) environmental footprint, AmCham members can make a big contribution.
3. For all of the above-mentioned priorities, the follow-up measures that I see include AmCham's continued participation in working committees and participation in various business-related conferences in order to allow the exchange of best practices and ideas for the future.



ALINA GAMAUF

Executive Board Member
HR, Corporate Affairs
and CSR Director

CARREFOUR
ROMANIA

Alina Gamauf has been an Executive Board Member in Carrefour Romania starting with January 2021. She holds the position of Human Resources, Corporate Affairs and CSR Director, coordinating three key-functions within one of the major Romanian retail companies.

Alina graduated from the University of Bucharest, as Bachelor in Psychology and Educational Sciences and holds a Strategic Human Resources Leadership Certification from Cornell University.

Prior to joining Carrefour, she was Human Resources Director of UniCredit Services in Bucharest. Before taking over this position, she worked several years for the UniCredit Group in Austria, Germany and Italy,

Currently, she is responsible for the human resources strategy and operations for more than 18.000 employees across the country. She also coordinates the public affairs and institutional dialogue, as well as being responsible for the CSR strategy with focus on sustainable business, growth and support for local producers.



**ALINA
GAMAUF**

Executive Board
Member HR,
Corporate
Affairs and CSR
Director

CARREFOUR
ROMANIA

<https://carrefour.ro/>

Why do you think affiliation with AmCham Romania is important?

AmCham is an important organization with an impressive commitment and success regarding the advocacy process in the business environment in Romania. Although an American founded entity at its origin, the fact that it now represents a significant number of companies, not only US, but international and Romanian companies doing business in Romania shows that AmCham is an important actor, with influence widely recognised by its members, acting with strong ethical principles while, at the same time, being close to the needs of all the actors, big or small, in this business ecosystem.

AmCham represents a strong voice of the Romanian business field, a demonstrated institutional partner in promoting a predictable and tailored legal ecosystem.

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

As a human resources professional with international background, I am coordinating the human resources department of one of the major employers in Romania, leading the human capital strategy and operations for over 18.000 employees across the country. I currently coordinate also the Corporate Affairs and CSR and Department, being responsible for the implementation of sustainable programs, with major impact in community.

My motivation derives from our common interests in this direction and from our common desire to support projects with positive impact in various aspects of the society (economy, working environment, transparency). As a top key employer of the Romanian economy, acting in a very dynamic business, we face constant challenges generated by incomplete regulations, constant changes and, sometimes, inconsistent public policies and, as member of the board of one of the most active business association, I can bring a valuable contribution to AmCham's future initiatives.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

As an Executive Board Member of one of the biggest players in the local retail market, with over 18.000 employees, coordinating

also the Corporate Affairs and CSR Department, I am directly involved in open dialogue and negotiations with relevant institutions (e.g. consumer authority, various ministers, prime minister, trade unions organizations etc.) and companies on a daily basis. My diplomacy and negotiations skills qualify me to manage high level meetings and follow clear objectives. Also, in my complex role covering different departments of the company, I have a wide exposure to a variety of business area, therefore being able to bring a valuable integrated input on various aspects.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

As representatives of Carrefour, my main goal is to be involved in advocacy (mainly related to consumer, competition, environment and social legislation), covering both quick reactions to any institutional initiatives and pro-active initiatives where a need is identified. I seek also to maintain a close open dialogue with the public actors, in order to provide a clear perspective of any potential impact that public initiatives/policies might have over the business environment and the economy in general. Business growth, in particular for retail and also for the national economy in general is an important focus, as well as any initiatives aimed to educate and retain local workforce in the country.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Maintaining an open and honest dialogue with authorities and other institutional stakeholders, in order to better understand their views and to give voice to private companies struggles and proposals for the future.
2. Pro-active involvement in legislative process, highlighting areas that require regulation or improvement. Topics that require more serious attention from the public institutions in the following period would be: the correct implementation of European directives in the consumers and competition sectors; a less burdening labor taxation system and more predictability for companies with respect to the legal background.
3. More visible CSR projects, engaging both AmCham and Carrefour Romania in the life of the local community.



MARIUS PERȘINARU

Managing Partner

CHANNEL ADVISORS

Entrepreneur, Consultant on Indirect Channels, Strategy and Organizational Culture

With over 30 years of leading organizations in multinational corporations or local businesses, in Romania as well as in international markets, Marius is now developing his own businesses in consulting, ecological agriculture, and general investment.

In 2020, Marius has finished a 4-year mandate as Country President for Schneider Electric Romania & Moldova, following a 17-year career with Xerox, where he has held several leadership positions both at national and international level (Country President for Romania and Moldova, Corporate VP Operations East, Corporate VP Channels, Country President for Czech Republic and Slovakia, Country President for Hungary). An extensive experience in implementing organizational change and customer experience programs, strategy design and implementation, business recovery with real exposure to international markets including LatAm, Eastern and Western Europe, India, Russia, Middle East.

A graduate of Hydropower Engineering Faculty, Bucharest Polytechnic Institute, Marius started as an energetics engineer, and in 1991 changed his career into Logistics for a local start up. His Xerox career started in 1998 as Logistic Director.

He has served in American Chamber of Commerce Board of Directors for several mandates and is an active member of several organizations such as YPO or CEO Club.

Main objectives of Marius are business growth and market share increase, while fostering a climate of individual development in the organizations he is leading or advising. All in a sustainable manner for the entire business ecosystem.





**MARIUS
PERȘINARU**

Managing
Partner

**CHANNEL
ADVISORS**

Why do you think affiliation with AmCham Romania is important?

AmCham Romania is one of the most renowned business associations in the country and has constantly helped improve the Romanian business environment. Benefiting from the experience of its leading members, AmCham should be an active voice in the decision-making process. The affiliation to AmCham Romania offers members the unique chance to have a say in the decisions for business and to encourage a healthy market for international and national investments.

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

I really believe it's about time to be actively present in the way our society evolves. Also, it's time to give something back to the society and business community. And Time I will gladly commit to the Association.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

8 years' experience in local entrepreneurial, over 25 years in corporate environment, 6 years in international social and business environment (UK, Czech, Hungary, managing international teams) in top leadership positions, are essential factors in my potential in offering solutions for the improvement of the business environment.

My experience as a Leader in top companies (Xerox, Schneider Electric) should be an important factor in identifying the focus key points for Romania and in finding the best solutions to be proposed to the decision makers.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Business growth seems to be closer to my heart and skills.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Strengthening the community of its members through relevant means and/or value adding events that help market products & services, networking, knowledge sharing as well as create the educational platform for the development of the current and future members.
2. AmCham should be setting an example to the other business associations in the social and business environment by having an active point of view towards the relevant situations in Romania today. Anything that could affect the good road in which the businesses are on must be brought timely and effectively to the public's view and amended with solid arguments, at the same time, accompanied by viable solutions.
3. Consolidate the advocacy platform already existent in order to consolidate AmCham as a partner in the decision-making processes through periodic meetings with the local authorities.



**JOVAN
RADOSAVLJEVIC**

General Manager

COCA-COLA HBC
ROMANIA

Jovan Radosavljevic started his career at Coca-Cola HBC 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 became well acquainted with Romanian market, due to almost three years spent here as Commercial Manager, during which he led his team to redefine the commercial strategy. He then led the operations of the company Pivara Skopje, a joint-venture between Coca-Cola HBC & Heineken, in FYROM, before being appointed General Manager of Coca-Cola HBC Romania in 2018.

In the last years, Jovan pursued the objectives of a highly effective long-term growth strategy for the company, a strong people agenda, business adaptation during COVID-19 pandemic and building the growth premises towards post-pandemic context.

In 2019, Jovan held the position of AmCham Romania's Vice-president focusing on topics such as business environment advocacy priorities, circular economy and sustainability or green financing.



**JOVAN
RADOSAVLJEVIC**

General Manager

**COCA-COLA HBC
ROMANIA**

<https://www.coca-colahellenic.com/>

Why do you think affiliation with AmCham Romania is important?

AmCham represents the most relevant and trustworthy advocacy platform of the business environment in Romania. Being present for almost 30 years, AmCham became, through its actions and the work of its members, the pillar for the government’s engagement with the business environment. By always promoting a dialogue full of substance and solutions, honest and with growth mindset, AmCham remained relevant even in circumstances when policymakers used less the tools of social and business dialogue and consultations, For its members, AmCham provides in depth analysis of all policy developments with impact on the business community and solutions to complex matters deriving from operational activities.

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

Representing Coca-Cola HBC – business and industry leader – identifying with AmCham’s values and long-term comprehensive agenda for Romania’s economic welfare development. My previous experiences as AmCham Vice-president proved the importance of this body to share the business community narrative and unblock key policies in turbulent times such as the post-pandemic recovery. AmCham has the role and responsibility to engage business community, authorities and civil society and build transparent and competitive business environment and society. I would be honored to contribute through AmCham BOD to this effort, bring the expertise and internal best practices from Romania’s leading beverage company to for Romania’ socio-economic growth.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

My history of commitment and contribution with AmCham as Board Member in FYROM, Vice-President and Chair of the Environmental Committee in Romania. As GM of the beverage industry leader, I learned to pursue a strong people agenda, focusing on collaboration, talent promotion, fairness, hard-work and dedication. In the last years, I contributed together with my colleagues, to AmCham’s policies in fields such as environment,

sustainability, commercial legislation, taxation, health or structural funds. Throughout my career I acquires the business, management and leadership skills to be used for AmCham’s policies development, structural organization management and long term projects.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

My expertise, commitment and business acumen as GM of Coca-Cola HBC entrusts me to get involved in both advocacy and business growth. AmCham’s Board of Directors involvement and contribution should lead to reinforce the position of AmCham as the most important hub of the business community in Romania. In this regard, we could also expend our domains of interest in recruiting new members. At the same time, AmCham should serve as a trustworthy partner for the authorities capable of leading the voice of the business community and promoting its members’ best practices in the relationship with stakeholders and authorities.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Lead the efforts of the business environment towards the dialogue with the Government in tracking the progress and reforms and funds absorption from PNRR. At the same time, track the progress of EU Funds absorption form the other operational programs under Multiannual Financial Framework.
2. Work together with the Government to redefine the Circular Economy Strategy and Action Plan for Romania in line with EU Green Deal commitments and AmCham’s member sustainability pledges.
3. Lead industry effort and dialogue with the Government on digitalization of the public sector in conjunction with business environment developments in the field.



ALEX MILCEV

Tax & Law Leader Romania,
Partner, Board Member

EY ROMANIA

Alex is the Leader of the Tax & Law practice of EY Romania and Moldova with an experience of 25 years in advising and working with multinational and national companies. Alex has been permanently connected to and involved in the shaping of the legislative and administrative framework. He is a founding member and a Board of Directors ("Superior Council") member of the Romanian Tax Consultants Chamber.

Alex has a BA in Economics from the Bucharest Academy of Economic Studies and a BA in Law from the University of Bucharest.

Alex has been closely involved with AmCham for over 15 years and has been a member of AmCham Board of Directors and its Treasurer since 2020.





ALEX MILCEV

Tax & Law Leader
Romania, Partner,
Board Member

EY ROMANIA

https://www.ey.com/en_ro

Why do you think affiliation with AmCham Romania is important?

Romania's economic recovery and re-launch can only be achieved with the contribution of the entire business community. And AmCham is the ideal partner - active, involved, connected, present in the Romanian market for almost 30 years. A great business community, with a consistent and complex advocacy activity behind, continuously building the support and improvement for the business environment, keeping the focus on the sectors of its members. Moreover, thanks to the openness and wide representation of AmCham, any company is feeling supported to raise any issues, to have initiatives, ideas and proactively participate in building a better business environment in Romania.

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

I have served already for several years as Vice-Chairman of the Taxation Committee, two years as a member of the Board, and act as an engaged member of AmCham for over 15 years. I have been involved in many committees and task forces, representing AmCham in other business associations, in front of various authorities and institutions, Romanian as well as international. Besides that, EY Romania is a prominent member of AmCham in Romania for almost 20 years, so, our history together motivates me to play an even more active part of AmCham's vision in the future.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

As part of EY Romania team from 2002, I have 25 years of experience in advising and working with multinational and national companies and gained a complex perspective over Romanian and European business sectors. Furthermore, I have been permanently connected to and involved in the shaping of the legislative and administrative framework.

I am a founding member and a Board of Directors ("Superior Council") member of the Romanian Tax Consultants Chamber. I believe my current contribution to the Board of AmCham in the last 2 years has provided value to AmCham and helped it with its goals. To achieve this my experience as Board member of EY Romania & Moldova helped me a lot. Of course, besides my personal time and contribution, AmCham will benefit of full-scale support of the know-how, manpower and other resources made available to it by the entire EY organization.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

I think that my abilities to build consensus, to shape a shared vision, my proven track record of developing and delivering meaningful 'value-added' to business organizations, my in-depth knowledge and experience of working with the Romanian institutions on policy and regulatory matters are reasons to be involved in advocacy activities. Of course, I will continue to help the growth of AmCham membership.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Becoming the leading voice for growing Romania's competitiveness across all the main indicators: main macroeconomic indicators, physical infrastructure, public administration, human resources, taxation and financial aspects.
2. Actively promote the country's strengths to attract investment.
3. Promote business education initiatives for the new generation of Romanian entrepreneurs which will contribute to the development of the Romanian business environment in the future.



**ANDREI
ALEXANDRU
ANDREESCU**

CFO/ Managing Director

IBM ROMANIA



Andrei Alexandru Andreescu is the CFO and Managing Director of IBM Romania. In his role he is responsible for the finance and operations of IBM Romania.

Acting as trusted business adviser for the organisation and enabling growth. He had joined IBM in 2011 and held different positions based in various locations around Europe from sales enablement to financial analyst and finance management positions.

Seeker of process improvement, agile champion and servant leadership approach. – How can I help?



**ANDREI
ALEXANDRU
ANDREESCU**

CFO/ Managing
Director

IBM ROMANIA

<https://www.ibm.com/ro-en>

Why do you think affiliation with AmCham Romania is important?

AmCham Romania is one of the most known advocacy platform in Romania, a partner for policymakers and an important pillar of the Romanian society. Through the AmCham Committees, the association helps the members and the policymakers to align and build up together.

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

IBM as a founding member of AmCham Romania shares the same ideals and the beliefs with the association. We would like to continue to support and offer our skills for the help of the association. Being part of the Board of Directors will enable us to even further strengthen our commitment towards the members and the association.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

Through my international background – working and living in 5 different countries around Europe –, leadership, operational and financial skills. I am personally part of AmCham Taxation Committee for more than one year and as well our organisation is part of different committees and task forces. We will continue to enhance our support towards association.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Taxation, IT sector support, business development and HR/Labour - lack of resources and skills development.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Digitalisation and improvement of Public Tender Legislation – especially in the context of NPRR (PNRR) – in order to align with the modern business requirements.
2. Digital Brain Drain – lack of skills and resources – common strategy between members and policymakers to tackle this challenge.
3. Research and Development – high skills job creation, taxation policy and business development for R&D area.



DIANA DUMITRECU

CEO

INNOVX BUSINESS
ACCELERATOR



As the only Romanian accepted in the Select Global Women in Tech Mentorship Network, part of Select USA Investment Summit 2021, I am determined to use my gained expertise to support the development of the innovation ecosystem in Romania by integrating it into the global functional existing ecosystems, especially by creating functional bridges with the US one.

With more than 20 years of experience in the banking sector, after in-depth doctoral studies in cybernetics and statistics, I've adapted my focus towards new alternative financial instruments adapted to new generations of innovative scale-ups with growth potential.

Chief Executive Officer of InnovX Business Accelerator, an organization that successfully supported in the last three years over 110 innovative start-ups and scale-ups grow and raise 20+ M USD in a different forms of financing, showcasing them to ones of the most important tech conferences in the world, starting with the flagship Startup Grind Global Conference in Silicon Valley, to SG London, UK, SG Tbilisi, Georgia, Wolves Summit Wroclaw, Poland, TechCrunch etc.



**DIANA
DUMITRESCU**

CEO

**INNOVX
BUSINESS
ACCELERATOR**

<https://www.innovx.eu/>

Why do you think affiliation with AmCham Romania is important?

AmCham provides a functional space for dialogue and growth both for well established companies as for striving companies entering the business realm. It represents a perfect framework for exchanging ideas and good practices in an open environment in respect with international best practices, latest developments in different business realm and with a clear objective of continuously helping develop the Romanian economy. From opening its doors in Romania, AmCham actively represented the business community in the most important economic reforms, bringing successful legislative initiatives by catalysing the outstanding expertise of its actively involved members.

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

AmCham's newest initiative towards growing of new businesses is a real inspiration for me as representative of an organisation that is dedicated to support young, ambitious innovative companies scale-up on the Romanian market but especially abroad, all of them aiming at entering the US Market as a gateway towards global expansion. AmCham has the potential to become the most important open innovation platform in Romania by fostering the collaboration between corporates and scale-ups as a proven path towards common growth goals.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

I will bring my expertise and skills gained in the following current functions:

- Chief Executive Officer of InnovX Business Accelerator, an organisation that successfully supported in the last three years over 110 innovative start-ups and scale-ups grow and raise 20+ M USD in different form of financing, showcasing them to ones of the most important tech conferences in the world, starting with the flagship Startup Grind Global Conference in Silicon Valley, to SG London, UK, SG Tbilisi, Georgia, Wolves

Summit Wroclaw, Poland, TechCrunch etc.

- Co-Director of Startup Grind Bucharest Chapter. Startup Grind is the largest independent start-up community, actively educating, inspiring, and connecting more than 2,000,000 entrepreneurs in over 600 chapters, nurturing start-up ecosystems in 125+ countries through events, media, and partnerships with highly innovative corporations.
- and Expert of the European Commission on European Innovation Ecosystems, the most important EU program aimed to create more connected and efficient innovation ecosystems to support the scaling of companies, encourage innovation and stimulate cooperation among national, regional and local innovation actors.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

- Developing of Open Innovation collaborations.
- Development of the Venture Capital Market.
- Organisation of delegations and innovation bootcamps in the United States of America.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Strengthen the collaboration between corporates and scale-ups for innovating together;
2. Bridging the Romanian Market with the US Market with the aim of boosting growth of innovative companies;
3. Promoting the untapped innovation potential of Romania to US investors.



SÉVAN KALOUSTIAN
Managing Director

JANSSEN, JOHNSON
& JOHNSON
ROMANIA

Sévan Kaloustian has an extensive expertise in the pharmaceutical industry in different business sectors from medical affairs, sales & marketing to managing director across diversified range of geographies such as USA, Canada, France, Poland and Emerging Markets.

He is Associate Professor at the University of Montreal and holds a Ph.D. in Pharmacology and a Master's degree in Pharmacoeconomics, both from the University of Montréal in Canada.

In his current roles as Managing Director of Janssen in Romania, Sévan Kaloustian mission is to improve Romanian patients' life and facilitate patient faster access to innovative medicine through collaboration and open dialog with all healthcare stakeholders involved to put the best efforts to the benefit of the patients.

He is also Board Member of American Chamber of Commerce in Romania (AmCham Romania), Co-Chair of its Health Committee and its Structural Funds, Public Procurement and PPP Committee; and Board Member and Vice-President of the Romanian Association of International Medicines Manufacturers (ARPIM).





SÉVAN KALOUSTIAN

Managing
Director

**JANSSEN,
JOHNSON &
JOHNSON
ROMANIA**

<https://www.janssen.com/romania/>

Why do you think affiliation with AmCham Romania is important?

Johnson & Johnson Romania, a US-based multinational healthcare company, has a strong commitment to AmCham Romania as Patron Member for more than 11 years.

We truly appreciate AmCham's continuous dedication in promoting business growth and a stable and predictable business landscape in Romania. We consider AmCham a trustworthy partner with outstanding expertise, a valuable partner for national authorities and stakeholders.

The affiliation to AmCham Romania is important to Johnson & Johnson given our operating principles worldwide, derived also from OUR company CREDO, that call us on promoting a climate of trust, transparency and sustainability partnering with organizations that share our vision.

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

I am deeply motivated to run for a new mandate as Board of Directors' member and continue the work previously done as a Board of Directors member, Co-Chair of both Health and Structural Funds, Public Procurement and PPP Committees. I acknowledge the solidarity, engagement, great collaboration and drive of AmCham Romania Board of Directors, team and members, considering the challenges faced during the Covid-19 pandemic.

The second pillar of my candidacy is my determination to work intensively to accelerate progress in value-based healthcare and life expectancy for Romanian people, shape a stronger innovation-oriented Healthcare system and business growth.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

As a current Board of Directors member and Co-chair of two important Committees, I've dedicated my professional expertise, agility and leadership within AmCham Romania common achievements in 2020-2022.

I have a strong set of moral principles, that promote transparency, equity and partnership towards reaching a greater good than the immediate results. My professional expertise in the healthcare environment spans more than 12 years, across a varied range of roles and geographies: USA, Canada, France, Poland and Emerging Markets. I am ready to further contribute with my resources, knowledge, and academic background, and also collaborate for the benefit of AmCham members, through a long-term strategic integrated vision.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Acting as a bridge of continuity, I am ready to complete with the high-level expertise of the healthcare sector and the one gained in AmCham Board in the last 2 years. As a leader, a vivid promoter of innovation, I am eager to further contribute and collaborate to ensure a strong financing of the healthcare system, infrastructure, digitalization, education, National Recovery and Resilience Plan and EU funds absorption in all areas. I do consider that, through my business acumen, together with my J&J team, I can further bring valuable support both to advocacy, business growth and activate change through open dialogue with stakeholders.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Further develop a business ecosystem that aims to contribute to increasing economic prosperity in Romania through more investments, strong governance models, innovative reforms, including digitalization, development of human capital and public policies.
2. Drive prioritization and increase of key sectors financing that have the potential to boost country's competitiveness – healthcare, education, infrastructure and technology.
3. Build the future of healthcare and shape the environment for a resilient and more efficient healthcare system, innovative oriented towards better access to diagnostics, treatments, and prevention to increase the quality of life.



ALINA IRMA ORBAN

Global Partners Solutions

Director

MICROSOFT

ROMANIA

On a mission to empower every colleague and partner in the Microsoft ecosystem to achieve their full potential by helping them realize their greatest ambitions.

Experienced in solving complex sales challenges, my forte is building transformational sales teams that disrupt obsolete procedures and mechanisms. I am a strong believer in co-innovation and doing business with integrity and an open mindset. I work with clearly defined strategies that drive revenue, profit, and overall market share. I choose to lead with empathy and inspire with creativity.

Given my recent Ad-Interim General Manager experience I've developed an appetite towards unlocking hidden potential and reimagining business models across broader and more diverse teams.





**ALINA IRMA
ORBAN**

Global Partners
Solutions
Director
**MICROSOFT
ROMANIA**

<https://www.microsoft.com/ro-ro>

Why do you think affiliation with AmCham Romania is important?

AmCham is the reference in the Romanian market for an advocacy company by being the most visible and intentional association towards empowering our Public Sector ecosystem in speeding up their digital transformation and in accelerating Romanian citizens prosperity. The tenure and tradition of AmCham Romania, for 3 decades, comes also with a strong gravitas and trust from foreign investors and local companies.

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

The greatest motivation comes from the desire and intention to be relevant and to contribute to a bigger vision that is ensuring a growth-orientated business and investment climate in Romania. I feel attracted and motived by AmCham vision: to contribute to RO economic recovery, help business to modernize and be a spearhead in supporting public institution (central administration and local branches) in their digitalization journey. Last 12 months experience with AmCham motivated me to listen more, to lean on other strong business leaders experience and advice although they are representing my employer competitors (which is huge in terms of integrity and feeling and recognizing that we can have the same goal on a market while we are competing) and to support in a structured manner more companies to power up their recovery from deep socio-economic consequences of pandemic.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

I am a transformational leader, passionate about people potential and with an extensive more than 18 years in a cross-industry environment: telecommunication and IT&C. I am experienced in solving complex sales challenges and my forte is building transformational sales teams that disrupt obsolete procedures and mechanisms. I am a strong believer in co-innovation and doing business with integrity and an open mindset. I am

experienced in general management, sales leadership, channel development and operations and I've developed an appetite towards unlocking hidden potential and reimagining business models across broader and more diverse teams. I am part of Microsoft Romania and Microsoft CEE leadership team and I can contribute with an outside in vision coming from an extended geo where diversity & inclusion is bringing a huge distilled experience from 33 countries. My day to day job is connected with the partners ecosystem in Romania (>3000 in RO) so I can bring to the table the experience of a little company with a niche product and few employees (start-ups like) or the challenges of a multinational partner (active ww) that wants to expand it's business in Romania.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Considering my background, current RO market opportunities and my previous role and contribution to AmCham in the past 12 months I am inclined toward contributing even more to the business growth. I would love to support further Digital Economy Committee and promote and support educational initiatives at large. I would like to further support AmCham in fulfilling the vision, create a skilling framework to align all the PS entities at the minimum know how around digital skills and in accelerating private and public ecosystem in Romania by monetizing the RRF funds.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Act as an ambassador for implementing Digital agenda for Romania: state reform, support PS entities to design the digital transformation policies, digital skills development aligned with local demand for talent and focus on digital jobs, change in Public Acquisition law to facilitate Cloud absorption and militate for one single entity to drive it and to enable RRF funds usage.
2. Support and promote educational initiatives at scale – accelerate Teach the Teacher program.
3. Drive Corporate Governance initiatives.



SERGIU RUSSU

Technology Sales Leader

ORACLE ROMANIA

Sergiu Russu is the Technology Leader for Oracle Romania, as of 2019. In this role, he is responsible for local sales, project delivery, as well as supporting Oracle's business on the Romanian market and technical support and support services for customers in Romania and abroad.

Sergiu has joined Oracle in 2005 and has held different management positions within the company. His priorities involved business development (mainly start-up projects), creating teams, and developing business strategies, taking into account local and regional characteristics.

In the past 15 years, Sergiu has developed a deep expertise in cloud technologies and has been an engaged in initiatives that elevated the level of innovation in the Romanian market.

Before joining Oracle, he held sales and managerial positions at IBM Romania. Sergiu holds an executive master's degree in business administration awarded with merit from the University of Sheffield UK and a Master of Information Technology from the Academy of Economic Studies in Bucharest.

He is licensed in economic cybernetics, from the Academy of Economic Studies in Bucharest.





**SERGIU
RUSSU**

Technology Sales
Leader

ORACLE
ROMANIA

[https://www.oracle.com/
ro/index.html](https://www.oracle.com/ro/index.html)

Why do you think affiliation with AmCham Romania is important?

Over its almost 29 years of existence, AmCham proved to be the most relevant advocacy platform in the Romanian business environment giving its members a strong and clear voice in society. By promoting the legitimate economic interests of US, international and local businesses, AmCham proved to be a reliable partner for its members, making successful contributions to supporting economic growth and modernization in resonance with the governmental and societal needs.

Through its commitment to high standards of professionalism, transparency, and integrity, AmCham has constantly managed to crystalize an ever-growing community of high-quality members by safeguarding the common interest, providing access to legal initiatives, business impact, expertise in addressing new challenges, sharing concerns, and solutions while creating a frame for successful partnerships.

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

The current post-pandemic situation requires more than ever an active engagement in the way our society evolves. Once again, it is the time to give, get involved, and invest in helping Romania find the path from surviving to growing.

Our participation in AmCham's initiatives represents a natural extension of our projects and common contribution to the local business environment and society in general. As we share the same ideas and beliefs, engaging our resources will provide a fresh and innovative perspective and drive growth and clarity.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

As a well-known professional in my field for over 24 years, with extensive experience and exposure to all major industries in business strategies and business development, I believe I can showcase my strengths in many areas of interest to AmCham. Also, I think I can contribute with a fresh perspective on approaching the business community's needs. My abilities are an essential factor in identifying the focus points for Romania, discussing the main issues concerning the business environment, and assisting the Romanian Government in amending the digital

transformation by finding the best solutions to be proposed to the decision-makers. I have a strong drive to achieve high goals and the capability to break big targets into small attainable objectives.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Being the largest employer on the Romanian IT market and the incontestable leader in data management with over 500 Romanian customers using Oracle products country-wide, we have the privilege of broad connectivity to the Romanian business environment that can provide multifaceted support the AmCham initiatives.

As our approach was to assign a team of 11 professionals based on their area of expertise mapped on the specific working groups, I believe I can make a difference in both areas through effective communication within the board, the committees, and all relevant stakeholders.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Lead the efforts to increase Romania's EU and RRF funds absorption. Strengthen the partnership and dialogue between the private sector and the public authorities to influence the business environment approach towards supporting the most effective usage.
2. Encourage and support Public Sector digital transformation at the highest level. Be an active player in educating authorities on the concepts and benefits of implementing and effectively embracing new technologies and paradigms. Leverage partnerships with the US Embassy, other business associations, and other relevant stakeholders to increase the efficiency of our initiatives.
3. Strengthen the AmCham community through relevant activities that help networking, knowledge-sharing and create the educational platform for the development of the current and future members. Improve the engagement of existing members and attract new ones among the leading companies from each industry and market segment.



MIHAELA STANCU

General Counsel/Legal &
Government Relations for
P&G SEE

PROCTER&GAMBLE
ROMANIA

Extensive regional exposure and participation in different regional lead teams (business and legal/GR) in Procter & Gamble gave me the necessary background to significantly anticipate and faces different challenges in Romania.

In additional to the regional roles, I have an extensive experience in advocacy in Romania – from Procter & Gamble projects, but also from working with many associations – AmCham, RUCODEM, RAC, IAA - on projects in which I contributed significantly by preparing the strategy, the position papers, by bringing all associations together for a common position and by meeting the state stakeholders.

I am very well equipped to deal with increasing complexity and pressure in a volatile region from politically and economically perspective and I come with a business mindset to face all legal and GR situations and challenges, to simplify and prioritize, to work and build collaboration based on trust and hard work with culturally diverse partners.



**MIHAELA
STANCU**

**General Counsel/Legal
& Government
Relations for P&G SEE**

**PROCTER&GAMBLE
ROMANIA**

<https://ro.pg.com/>

Why do you think affiliation with AmCham Romania is important?

Romania's prosperity and growth depends to a large extent on companies starting or continuing to invest sustainably in Romania. Among the major factors influencing investment decisions are 1) top quality and predictable regulatory and institutional framework and 2) transparent, balanced and proportionate law enforcement system. Over the years, AmCham managed to build a strong reputation as an Industry leader with the state stakeholders and is today perceived as the preferred partner in Private-Public dialogue having an influential seat at the table whenever topics of mutual interest are being discussed.

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

I am eager to be part of this reputable organization and contribute with my personal skills and expertise to AmCham's further development and impact. My extensive background in Legal and Governmental Relations, the business knowledge obtained as part of the regional business lead team over 15 years and the diverse working experience in local and regional roles, will position me well to serve the AmCham Board. I am also a believer in the power of partnerships. The challenges we are all facing today are too big for any single entity to address. It is only through strong partnerships that we can make a difference. I tend to think that there is no action too small, and no vision too big, if we all work together.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

My specific skills and contributions are in 4 areas:

- Extensive participation in regional lead teams (business and legal/GR) in P&G which gives me the necessary background to

significantly anticipate and faces different legal and GR challenges;

- Extensive experience in advocacy in Romania – P&G, AmCham, RUCODEM, RAC, IAA projects. My contributions: preparing the strategy, the position papers, bringing all associations together for a common position and meeting the state stakeholders;
- Well equipped to deal with increasing complexity and pressure in a volatile environment;
- I come with a business mindset to face all legal and GR situations and challenges.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

In my position in various P&G regional Boards I developed a strong mastery in advocacy. I have also been partnering with the regional CEO & Board members to accelerate investment and category growth.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Champion a fair legal system that promotes economic growth and opportunity.
2. Promote tax policies that preserve Romania's competitiveness and increase businesses' ability to grow, invest, and create jobs.
3. Promote Sustainability. Drive collaboration between government, academia and business to create actionable sustainable solutions to improve our environment and grow our economy.



ANCA DAMOUR

Chairman
of the CEO Advisory Board

SUPERBET GROUP
(SB GROUP)

Anca Damour holds the position of Chairman of the CEO Advisory Board at SB Group, which has Blackstone as a strategic minor shareholder since 2019. She is also the Chief Executive and partner of D Craig Real Estate, the real estate division of the D Craig Holding investment fund, having major investments in the logistic market in Romania.

Anca Damour has been an Executive Board Member in Carrefour Romania starting 2013, holding a series of key-functions within the company, among which, business expansion and consolidation of corporate reputation. Previously, she held the position of Managing Director Carrefour Property Romania for 7 years, coordinating the one of the fastest expansions of Carrefour Group in Romania.

Anca has recently entered the board of CONAF, National Confederation for Female Entrepreneurship, the only non-profit organization in Romania that supports and promotes women's entrepreneurship, gender equality and equal opportunities.

Anca is also Board Member of HOSPICE Casa Sperantei, Center of Excellence on Palliative Care in South-Eastern Europe, on behalf of which she runs a series of projects designed to improve the life quality of patients with incurable diseases, as well as the lives of their families.

Lawyer by profession, graduating the famous Paris Institute of Political Studies (Sciences Po), with an MBA at International Institute for Management Development (IMD) in Lausanne, she played a critical role in the process of negotiating Billa operations take-over transaction in Romania.





ANCA DAMOUR

Chairman of the CEO Advisory Board

SUPERBET GROUP (SB GROUP)

Why do you think affiliation with AmCham Romania is important?

During my mandate as leader of the Competition & State-Aid, Committee, and Trade Legislation Task Force within AmCham (entity that I have also run at CDR -Coalitiia pentru Dezvoltarea României) on AmCham's behalf, I had the opportunity to grasp how efficient an organization like AmCham is in building bridges between companies and Romanian authorities in terms of communication and regulations. Since 1993, AmCham has a fulfilling and meaningful existence, with an impressive commitment and success concerning the advocacy process in the business environment in Romania. The fact that it now represents over 480 companies (U.S. based, international and Romanian companies doing business in Romania) is a proof that AmCham has established the proper frame for successful actions for all its members.

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

After my two years of expertise and experience gained as Member of the Board and then as Vice-President of the Board within AmCham, also as a leader of Competition & State-Aid, Committee, and Trade Legislation Task Force, I could see and measure the impact of my contribution for the members of the Organization. My commitment is to continue and enrich that contribution, supporting accountable programs that positively impact aspects of both business and community. A strong incentive for me is to look back and continue AmCham's consistent agenda along the years, aimed at making Romania a better home for businesses and a preferred destination for foreign investments.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

As a Chairman of the CEO Advisory Board at SB Group which is

mainly a tech company active in several Western markets in the betting & gaming industry and the biggest player here in Romania, combined with my current position as CEO of D Craig Real Estate and my previous experience at Carrefour, the largest player in modern retail in Romania I can deliver a complex vision able to support AmCham's approach in terms of creating a more transparent and predictable business environment in Romania.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Considering my successful mandate as a leader of Competition & State-Aid, Committee, and Trade Legislation Task Force also adding my experience as an Executive Board Member of one of the biggest players in the local retail market (Carrefour Romania) where I used to be involved in processes undertaking a series of negotiations and open dialogues with relevant institutions and companies on a daily basis, I do see my contribution in both areas - advocacy and business growth so that we, at AmCham, can support the members to fulfil their business objectives.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. AmCham should continue to pursue its endeavour for a robust and predictable fiscal and economic legislation, with invested know-how and experience from representatives of the business sector – AmCham amasses the largest wealth of experience in the business sector and this experience needs to be a cornerstone for long-term predictability and stability of the legislative environment in which the business sector functions.
2. AmCham should insist on its pledge for transparency and cooperation for cross-industry strategic public investments.
3. AmCham should embark on the construction of a network of innovation that provides safe and smart solutions for clean energy and sustainability.



ROBERTO MUSNECI

Senior Partner

SERBAN & MUSNECI
ASSOCIATES

Roberto Musneci has over 30 years' experience in the Pharmaceutical and Healthcare sector in Eastern Europe, where he set up and ran a group of companies for a major pharmaceutical multinational prior to leading a global business from the company Headquarters.

Mr. Musneci has been knighted with the "Stella D'Italia" by the President of the Italian Republic in June 2009. He was knighted Sovereign Military Order of Malta 2021 and currently is Plenipotentiary & Extraordinary Ambassador of the Sovereign Military Order of Malta to Romania.

He holds a degree in Applied Economics at LUISS in Rome and further executive studies at LSE in UK and Duke University in North Carolina.

Roberto has been non-executive director on the board of several London and Bucharest listed companies. Other roles throughout his career include:

- Co-founder and Executive Director of the British-Ukrainian Chamber of Commerce
- Member of the board of the Foreign Investors Council 2003-2004
- President American Chamber of Commerce in Romania 2002 to 2006
- VP Romanian International Pharma Association (ARPIM – part of EFPIA) 2003-2004
- Vice President and founding member ASPEN INSTITUTE Romania 2006 - 2019
- President Camera di Commercio Italiana per la Romania 2017 – to date
- Member of the Board AmCham Romania 2020 to date

Please note that, as disclosed in the Nomination Form, Roberto Musneci serves as President of the Italian Chamber of Commerce, with a mandate ending in July 2023 unless terminated mid-term, in June 2022. As the two chambers may have overlapping objectives, there may be a potential conflict of interest in case elected in the AmCham Board of Directors.



**ROBERTO
MUSNECI**

Senior Partner

**SERBAN &
MUSNECI**
ASSOCIATES

<http://serbanmusneci.ro/about/>

Why do you think affiliation with AmCham Romania is important?

As a member since 2002, I witnessed the growing impact of AmCham on the business environment. Most of the reform processes in the last 20 years have been influenced and promoted by our organization. AmCham also led the approach to advocacy for other business communities that formed a coalition to advocate for systemic reforms (Coaliția pentru Dezvoltarea României - CDR) among others.

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

I feel I made a little impact in the past and I would like to continue. I have been President for three mandates in 2004-2006 and continued to be an active member in the Healthcare and other TF's till I joined the board again in 2020.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

I have healthcare expertise over the last 30 years, communication and institutional relations expertise over the last 15.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Advocacy, business growth (membership), healthcare, competition and if necessary institutional relations.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

Drive the implementation of NRRP (PNRR) in most if not all sectors: infrastructures, healthcare, digitalization, green transition and education.

In each area, there is a need to modify specific legislative instruments that would have a systemic impact on the effectiveness of the implementation.

Examples:

- 1) Healthcare Digitalization to manage costs;
- 2) Re-align National and International standards (FIDIC) in infrastructures contracts attracting FDI;
- 3) Liberalization of several markets (transport for example);
- 4) Development of Capital markets.



ACHILLEAS KANARIS

CEO & President

VODAFONE ROMANIA

Achilleas Kanaris is currently the President & CEO of Vodafone Romania since July 2021. Previously, he was the CEO of Vodafone in Albania and the Chair of the Digital Committee of AmCham Albania.

As CEO of Vodafone Albania, he has successfully led the company's transformation from a mobile only to a fully converged business through the acquisition and subsequent integration of Albania's second largest Fixed and Pay TV Operator.

He joined Vodafone in 2009, undertaking a number of commercial roles in Greece including the role of Consumer Business Director, achieving NPS leadership and integrating Hellas Online, making Vodafone a fully converged operator. Prior to joining Vodafone, he held various senior management positions in the Telecoms and Consulting sectors in the UK.

Achilleas Kanaris holds a Master's in Engineering from the Imperial College London and an MBA from Massachusetts Institute of Technology (MIT) - Sloan School of Management.





**ACHILLEAS
KANARIS**

CEO & President

**VODAFONE
ROMANIA**

Why do you think affiliation with AmCham Romania is important?

AmCham is the most reputable and long-standing business association present in Romania, representing the most important companies operating on the local market. Across the years, it has been a strong, consistent voice representing and safeguarding the interests of the business community and the hundreds of thousands of people employed by these entities. The organization has a proven track record in positively contributing and shaping the Romanian business environment, generating constructive dialogue with policymakers and society and having a pivotal role in attracting further foreign investment.

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

Having served as Chair of the Digital Committee for AmCham in Albania, I know the organization very well and it has a special place in my heart, as well as in my professional career. As I see it right now, Romania has the potential of taking a forward leap in its development, not only in terms of a recovery from the effects of the pandemic, but also in terms of the opportunities that lie ahead in the context of the NRRP (PNRR) funds coming its way. This is a critical moment when the private sector, together with powerful organizations such as AmCham and public institutions, must work together in order to get the most benefits for the country and society from the absorption of these funds. The AmCham members have a responsibility in this direction, to get involved. Based on my experience as CEO of Vodafone in Albania and Romania, as well as my previous tenure with AmCham, I believe that I can contribute with my professional knowledge, as well as the power of the Vodafone brand and its global know-how, to move things in a positive direction for Romania. Board membership will allow me to thus serve the common interests of the AmCham members and seize the opportunities that lie ahead for the country.

What qualifies you for this position? What specific skills and contributions will you bring to the AmCham Board of Directors?

In my professional career in the UK, Greece, Albania and Romania, I have succeeded in building constructive dialogue and strategic partnerships between the private and the public sectors, engaging stakeholders and ultimately, bringing benefits not only to the organizations that I represented, but to the general business community. For example, as a Chair of the Digital Committee in AmCham Albania – the most active committee in that organization, we succeeded in driving legislative changes such as the adoption of the electronic signature and other similar initiatives for the betterment of the local business environment. As such, I wish to share the knowledge and experience I have accumulated, as well as bring added value from Vodafone’s best practices in the markets where it operates. As an AmCham Board Member, my aim is to further improve the business climate in Romania.

What areas of the AmCham activity would you like to be involved in (advocacy, business growth, communication)?

Given my previous experience with AmCham, I believe I can contribute to both advocacy and business growth.

Please list 3 priorities/initiatives you consider relevant for AmCham to undertake as a leading business association.

1. Maintain an active dialogue between the members and the public authorities. Support the authorities in public consultations with the business community when referring to NRRP (PNRR) funds in order to get the most benefits for Romania ahead.
2. Have an active role in moving forward digitalization as a key area where currently, Romania is lagging behind its European counterparts. Initiate dialogue with institutional and private stakeholders on driving digitalization that impacts education, healthcare, labour, rural society and more.
3. Address the challenges faced by the business environment and provide support with proactive solutions and best practices, white papers, studies and resources.

**AUDITING
COMMITTEE
ELECTIONS**

**MEET THE
CANDIDATES**

2022



CODRUTA PISA

Executive Partner

**ADVISORY EXPERT
JAAD**

Ms. Codruta Daniela Pisa, Executive Partner at Advisory Expert JAAD is a top finance expert and senior advisory with proven business results based on choosing the right human traits and building up successful management teams.

Member of the Body of Expert and Licensed Accountants of Romania, Ms. Pisa has been worked for Colgate Palmolive in various departments, in Finance Department for more than 7 years and after that for more than 18 years a member of the Executive Board of Sodexo, having outstanding results during the years as CFO of the company, as well as a Public Affairs Director.

Codruta has strong fiscal knowledge and a special ease of understand legal and institutional environment. Ms. Pisa is a very good communicator, able to explain any difficult fiscal topic, in a very easy manner, which is an essential skill in any advocacy activity. Codruta is an active member of AmCham Taxation and Labor Committees, as well as of the Tourism Task Force, bringing its contribution to many projects developed in the task forces in which she participated and contributed to advocacy activities.





MANUELA FURDUI

Managing Partner

CROWE ROMANIA

Manuela Furdui 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 Furdui 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.

Following the merge of FiNEXPERT & BOSCOLO under the auspices of Crowe, Manuela Furdui now leads one of the biggest audit, accounting, fiscal and financial consultancy companies in Romania.

Manuela Furdui 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 Furdui also graduated the Executive MBA program in International Business at Ecole Nationale des Ponts et Chaussees in Paris (France) in 2000.



MĂDĂLINA STOICA
Senior Manager
Accounting Services

RSM ROMANIA

Mădălina Stoica is an expert accountant, member of the Romanian Body of Chartered Expert Accountants. She has a wide experience in the field of accounting with over 13 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.

Board of
Directors and
Auditing
Committee
ELECTIONS

**Thank you
for your vote!**