

**Board of Directors**  
and  
**Auditing Committee**  
Elections



**MEET THE  
CANDIDATES**

2021

# CANDIDATES for the Board of Directors

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**ONDŘEJ ŠAFÁŘ**  
Country Manager  
CEZ ROMANIA



**MARIUS PERȘINARU**  
Managing Partner  
CHANNEL ADVISORS



**JOVAN RADOSAVLJEVIC**  
General Manager  
COCA-COLA HBC  
ROMANIA



**ALEXANDRU REFF**  
Country Managing Partner  
DELOITTE ROMANIA &  
MOLDOVA



**DRAGOȘ DOROS**  
Partner  
KPMG ROMANIA



**CIPRIAN LĂDUNCĂ**  
Managing Partner  
LCL GRUP



**IULIAN POPESCU**  
Deputy Managing Partner  
MUȘAT & ASOCIAȚII



**SERGIU RUSSU**  
Technology Sales Leader  
ORACLE ROMANIA



**MIRELA IORDAN**  
Country Manager  
PFIZER ROMANIA



**IONUȚ SIMION**  
Country Managing Partner  
PWC ROMANIA



**CRISTIAN SPORIȘ**  
Vice-President, Head of  
Corporate Banking  
RAIFFEISEN BANK



**MIHAI RISTICI**  
Partner  
RTPR | RADU TĂRĂCILĂ  
PĂDURARI RETEVOESCU



**ANDREI PITIȘ**  
CEO  
SIMPLE CAPITAL



**SEBASTIAN COCHINESCU**  
CEO  
TAILPATH



**IONUȚ SAS**  
Vice-President of Tax,  
Payroll and Equity  
UIPATH



**ADRIAN GRECU**  
Head of South East Europe Area  
(SEEA) & Country Manager Romania  
VIATRIS ROMANIA



**BRYAN JARDINE**  
Managing Partner  
WOLF THEISS RECHTSANWALTE  
GMBH & CO KG



## Ondřej Šafář

Country Manager

**CEZ ROMANIA**

Electrotechnical engineer, graduated from the Technical University of Prague, Ondrej Safar is well familiar with the Balkan energy markets. Until the half of 2018, he was the CEO of Sepaş Enerji, a Turkish member of CEZ Group, previously coordinating the Group's operations in Bulgaria and Romania.

He joined the CEZ team in April 2004. In November 2005, he came in Oltenia to join its colleagues from CEZ Group in Romania. In a 7-year term, he dealt with the actual construction of the Fântânele-Cogealac wind farm, as well as with the management of the renewable energy - hydro and wind power facilities or the coordination of CEZ Vânzare.

Starting August 1st, 2018, Ondrej Safar became the Country Manager and Chairman of CEZ Romania, taking the helm of CEZ affairs in Romania.





**Ondřej Šafář**

Country Manager

**CEZ ROMANIA**

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

I consider AmCham Romania as a performant platform for communication which provides access to legal initiatives, business impact, expertise in managing new challenges, sharing concerns and solutions and not less important, creating frame for successful and friendly partnerships often crossing the national borders. AmCham Romania is the partner and leading voice of the business community in Romania, it is our voice.

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

I would really like to be an active voice representing our energy sector, an area for which a revolutionary change started and will continue during next years. I consider that is my duty to contribute as much as my knowledge, expertise, personal skills and energy will allow me in driving the change in the benefit of the sector, consumers and overall society.

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

I was part of many Boards of Directors in all the relevant activities in the energy sector, in Romania and abroad. I was one of the main contributors to the biggest Wind Farm Parks, dealing with legal, social and technical issues and succeeding to have it operational in time. I am a dedicated person, with high expertise in the energy field and in working with people, I'm arguments driven and high supporter of the win-win deals. I'm bringing my international experience, widely and deeply knowledge of the energy system and business, my energy, dialogue skills and excellent reputation.

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

CEZ Romania is actively represented in AmCham's working groups on Energy, Competition and State-Aid, Structural Funds, Public Procurement and PPP. I am aware of all the activity in these working groups and my team was acknowledged as active contributor to the Energy Committee in 2020.

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

Advocacy for sustainable legislation framework leading Romania successfully, through energy transition, with maximum usage of green deal funds and acceptable conditions for industry and households.

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

1. *Contribute to the legal initiatives which, at least for the energy sector, will be with very high impact.*
2. *Support European funds absorption in order to have the best usage efficiency.*
3. *Contribute in order to improve the legal and bureaucratic frame as to encourage investments.*





## 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 Perșinaru is now developing his own businesses in consulting, ecological agriculture, and general investment.

In 2020, Marius Perșinaru 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).

He has served in American Chamber of Commerce Board for several mandates and is an active member of several organizations such as YPO (<https://www.ypo.org/>) or CEO Club (<https://www.ceoclubsromania.org/>)

His main objectives 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. 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?**

7 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.

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

I have been representing Xerox Romania and Schneider Electric as Patron Members for almost 10 years and served as Board Member in 2008, 2009, 2018, 2019, leading Labour Committee and Energy Committee respectively.

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

Business growth, Communication, Advocacy, in this order, as I can handle any of them depending on the association's needs.

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

1. *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.*
2. *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.*
3. *Strengthening the community of its members through relevant value adding events that help networking, knowledge sharing as well as create the educational platform for the development of the current and future members.*



## Jovan Radosavljevic

**General Manager**

**COCA-COLA HBC ROMANIA**

Jovan Radosavljevic started his career at Coca-Cola HBC more than 16 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 was 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 three 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.

Since 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**

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

AmCham has become the most relevant advocacy platform of the business environment in Romania, a partner for the policymakers and an important pillar of the Romanian society. In the challenging 2020, AmCham proved to be a reliable partner for its members, the Government and the society, helping Romania overcome the critical months of the pandemic and leading the route from surviving to evolving. Thanks to the work of AmCham's committees, the association managed to promote meaningful political proposals for Romania's medium and long-term recovery to surpass the pre-pandemic level of economic and welfare growth, tailored on business environment needs and realities. In the post-COVID-19 way towards the next new normal, AmCham will play an essential role – its members, through their organizations and operations, will be able to generate the recovery that the country and business environment need. Being a leader of change, promoting and contributing to further growth of the country, while continuing to great work on the solid partnership with the authorities should be our priorities for the future.

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

Coca-Cola HBC, as leaders of our industry, shares the same ideals and beliefs with the AmCham community, recognizing that added value in economy and society can only be created by nurturing stakeholder relationships, always based on mutual respect and understanding. The hard-work and dedication of AmCham staff and members during the pandemic and the way we managed to unblock key policies to help Romania grow inspires me to continue to engage to support Romania become a regional economic hub in the EU.

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

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The hard-work and dedication of AmCham staff and members during the pandemic and the way we managed to unblock key policies to help Romania grow inspires me to continue to engage to support Romania become a regional economic hub in the EU.

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

I had the honour to chair the Environment Committee and to be part of the Board of Directors in the convoluted 2020. We assumed an active role in the debates for the NPRR and proposed concrete actions and projects and have kept a high engagement level of the Environment Committee members.

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

I would like to continue the advocacy activity of AmCham Board of Directors and Environment Committee. I am also eager to understand our member business growth needs, to work together in perpetuating a more agile and customer-orientated approach in order to bring added-value to our business community and the entire Romanian economy and society.

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

1. *Active and coherent dialogue with relevant policymakers, to ensure that AmCham's Priorities for Romania turn into public policies.*
2. *Ensure the proper implementing of the revised legislative framework regulating environment and more specifically packaging waste management system.*
3. *Lead the efforts to increase Romania's EU funds absorption rate and coordinate the business environment approach towards supporting the implementation of NPRR.*



## Alexandru Reff

Country Managing Partner

**DELOITTE ROMANIA**

&

**MOLDOVA**

Alex Reff has been loyal to Deloitte for over two decades – this is where he began his career as a graduate in 1997. After being in various local and international roles in the Tax and Legal practice, in Bucharest mainly, but also in Paris earlier in his career, he has been acting, since 2017, as Country Managing Partner of Deloitte Romana. He is also founder of Reff & Associates, one of the largest law firms in the country and member of the global Deloitte Legal network.

Alex Reff is a seasoned attorney at law, with experience in business law and taxation, having assisted multinationals and local entrepreneurs in relation to investments, development projects, reorganizations, acquisitions and exits. He has coordinated projects involving several jurisdictions where both local technical knowledge and strong interpersonal and coordination skills were required and has led multidisciplinary teams of lawyers and consultants in some of the largest transactions in Romania.

In his current role, Alex Reff 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, contributing with expertise, trust and connectivity. He pursues long-term goals, with a commitment to servant leadership, meaningful work and meaningful relationships.





**Alexandru Reff**

Country Managing  
Partner

**DELOITTE ROMANIA  
& MOLDOVA**

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

AmCham is the most important business association in Romania, a role it has built through consistent contribution to the development of the local business environment. Through its pro-active attitude and commitment, it has created and maintained one of the most engaged business communities in the country, which is always open to sharing resources and supporting its members.

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

The way that Deloitte lives its purpose to connect for impact is similar to AmCham's mission. Our involvement in AmCham's projects is an extension of our contribution not only to our clients, but to the business environment at large and ultimately to society. More than 30 Deloitte Romania experts voluntarily contribute to AmCham's committees and task forces and as Country Managing Partner, I would be proud to continue to lead this important effort by serving on the Board of Directors.

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

I can contribute to the AmCham Board of Directors in three distinct dimensions, which mirror the fundamental roles Deloitte plays in business and society: expertise, connectivity and trust. I have access to around 2,000 Deloitte professionals in Romania through which I can contribute with insights on virtually any relevant business topic. I can effectively support larger participation of companies in AmCham, higher engagement, closer alignment of AmCham to members' agenda and better communication to public sector stakeholders. Thirdly, both a representative of a company whose fundamental role is to create trust in business transactions and as a person on high integrity, I can act as a steward of principles and an ambassador of AmCham's values in interactions with stakeholders and a promotor of inclusiveness, transparency and collaboration within the Board.

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

I have been a member of the Board of Directors for the past two years, supporting many AmCham initiatives. My official responsibilities have included leadership of the Labor Committee and of the Real Estate TF.

One of the crucial projects which I have led during my initial term was the comprehensive revision of the Statutes and Internal Regulations of AmCham.

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

I will support AmCham based on my skills and passion where we, as a team, will see my contribution as most needed. My solid knowledge of law and taxation would be relevant in a number of AmCham committees and initiatives. The privilege of wide connectivity to the Romanian business environment can support the growth of AmCham and its closer alignment with the agenda of its current and future members. Finally, I believe I can make a difference through effective communication, within the Board, the committees, the wider AmCham community and with its critical stakeholders, primarily in our advocacy efforts.

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

AmCham's essential mission is to generate prosperity in the Romanian society by advocating for and supporting public policies and business practices which enable growth.

We will continue to do this during exceptional times when a business-friendly cabinet has unprecedented access to EU funds and a mandate to reform the country including by embracing the digital and sustainability transitions. To be even more successful in our mission, we should:

1. *further increase our strength as a community by attracting members, primarily among the leading companies in each industry and market segment and by generating engagement with and among the members;*
2. *enhance our credibility by being strategic about our advocacy priorities and strengthening our propositions with data, analysis, expert inputs and more inclusive public communication;*
3. *leverage partnerships with the US Embassy, with other business associations and with other relevant stakeholders to advance our agenda more effectively and efficiently.*





**Dragoș Doroș**

**Partner**

**KPMG ROMANIA**

Dragoș Doroș is currently a Tax Partner at KPMG in Romania. He has over 24 years of experience in Tax Advisory, supporting clients with a wide range of national and international taxation issues.

Dragoș Doroș has mostly worked in the consultancy business, but 6 out of the 24 years of his career were spent in the public sector. He started as a Tax Inspector in Constanta, and his career advanced rapidly, leading him to become head of the department in charge of drafting fiscal legislation in the Ministry of Finance. In 2016, he was the President of the Romanian tax authority (ANAF).

In his consultancy work, Dragoș Doroș draws on his experience in the private and public sectors. His focus areas of expertise include M&As, due diligences, health checks, and tax litigation cases. Dragoș Doroș closely identifies with AmCham's objectives of promoting a stable tax environment in Romania, based on predictability and clarity of legislation, to enhance economic growth and increase budget revenue. He also supports improved digitalization of ANAF to enhance efficiency.





**Dragoș Doroș**

Partner

**KPMG ROMANIA**

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

The American Chamber of Commerce is one of the strongest business associations in Romania, committed to high standards of transparency, integrity and dedication to the greater good. In its almost 30 years of existence, AmCham has had an impressive track record of making successful contributions to supporting economic growth and modernization while promoting the legitimate economic interests of US, international and local businesses. On numerous occasions, AmCham has played the leading role in establishing a constructive dialogue with the authorities to the benefit of the institutional and business environment. KPMG has been an active member of AmCham for over 20 years and its actions have been instrumental in mobilizing expert teams to support the activities of various committees such as taxation, energy, environment, corporate governance, healthcare, capital markets, etc.

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

I have extensive experience in both the public and private sector, which has given me a unique, nuanced and comprehensive perspective on the intricate ties between the Romanian business environment and the country's governing legal framework and institutions. As such, I believe I could make a meaningful contribution in mapping out an improved business environment focused on business-friendly legislation and more cohesive interaction with government bodies.

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

My career has spanned over 24 years in tax consultancy, out of which I spent several years in the public sector, leading the department in charge of drafting fiscal legislation in the Ministry of Finance and as head of ANAF. I am a partner in KPMG's Tax Advisory department and I am proud to be part of a firm that is committed to promoting a strong business environment based on transparency, cooperation and innovation. I have extensive professional knowledge in many areas of interest to AmCham. I have a strong drive to achieve high goals and the business savviness to make things happen.

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

I have been coordinating the overall KPMG contributions to various AmCham committees, ensuring that our best people participate substantively in the working groups and bring quality input that is valuable and well-grounded. My direct contributions have been focused on matters discussed in the Taxation Committee, especially providing comments on draft position papers and legislative bills.

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

For years, Romania has been falling behind in terms of modern infrastructure and efficient governance. We need a coordinated national approach if we want to address – and redress – the issues that currently impede Romania's road to progress. I intend to dedicate my skills and energy to promoting modern concepts of corporate and institutional governance.

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

*AmCham should:*

1. *be instrumental in providing active and prompt feedback on legislative proposals,*
2. *continue to be an important voice in institutionalized liaison with the authorities and*
3. *foster an open and integrative environment for internal dialogue among members.*



## Ciprian Lăduncă

Managing Partner

**LCL GRUP**

Ciprian Lăduncă is LCL Managing Partner and Trusted Advisor, working with CEOs and CFOs to unleash the value-creation potential and help the clients drive through uncertainties, supported by deep finance, risk management, corporate governance and Big4 advisory expertise.

Independent Non-Executive Director, serving for listed and not-listed financial institutions, private and public sector organizations, adding value in all Board of Directors Committees, especially as Chairman of the Audit Committee.

Ciprian Lăduncă is Member of the Board of Nominees for Fondul Proprietatea, Member of the Board of Directors for Electromontaj, United Way and Aspen Institute Member. He served as CFO & DCEO in AIG and Metlife, as Senior Consultant in KPMG and as independent board member in various organizations.

Ciprian Lăduncă is actively involved in AmCham, serving as Member of Board of Directors, Treasurer and in Capital Markets & Financial Services Committee.

Sectorial expertise includes financial institutions (insurance, pension funds, close-end investment funds, leasing, financing), infrastructure, utilities & energy, aviation, manufacturing, and agribusiness.



**Ciprian  
Lăduncă**

Managing Partner

**LCL GRUP**

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

I am a long-term AmCham advocate, considering my affiliation of 20 years through the companies I represented and membership in Board of Directors and several committees. AmCham is the top business association in Romania, that facilitate great business growth solutions for members, offers various networking possibilities, while the advocacy efforts are recognized as very efficient. AmCham's power is determined by its members' quality and involvement, by an excellent executive team, and very committed committees' members.

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

I am motivated by AmCham's mission and great community we are part of. I will continue to invest time and resources for our common objectives - improvement of the business environment that will generate benefits for all stakeholders.

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

My experience as Board Member / Independent Non-Executive Director, serving for listed and not-listed financial institutions, not-for-profit, private, and public sector organizations, will allow me to add value in the Board of Directors and in the leadership teams of the AmCham Committees.

I am active in various NGO's and business associations, that are sharing AmCham's values, such as United Way Board Member and Aspen Institute Member. I was actively involved in AmCham serving as Member of Board of Directors, Treasurer and Capital Markets & Financial Services Committee Co-Chair/member. My sectorial expertise includes financial institutions (insurance, pension funds, close-end investment funds, leasing, financing), infrastructure, utilities & energy, manufacturing, and agribusiness.

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

I served as Member of AmCham Board of Directors and Treasurer, while currently I am actively involved within Capital Markets & Financial Services.

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

As in prior years, I would like to be involved in advocacy, business growth and communication, especially in the area of financial institutions, health, utilities & energy and NGO's sectors.

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

1. *Sharing best practices with Romanian authorities in areas like digital, health and financial sectors.*
2. *Continue the world-class level advocacy, for stability and predictability of legislation framework.*
3. *Facilitate networking events between AmCham members, between US-owned companies with local entrepreneurs.*



## Iulian Popescu

Deputy Managing Partner

**MUȘAT & ASOCIAȚII**

Iulian Popescu specializes in all aspects of Corporate & Commercial work, and is well-known for bringing a business-oriented and strategic approach when advising clients on public and private mergers and acquisitions, corporate finance, disposals, joint ventures, and negotiation of various commercial contracts. Iulian advises multinational and local leading players across a wide array of industries, with a particular focus on Energy, Environment, Telecom, IT & Media, Infrastructure, Shipping, Aviation & Transport.

His innovative approach and wealth of experience in successfully executing some of the most sophisticated energy, TMT and infrastructure projects, many across multiple jurisdictions, make him a top choice for clients from these sectors, as he is able to draw on his practical and comprehensive expertise to advise on all aspects of their businesses. He is also particularly skilled in public acquisitions and PPPs, concession law and licensing/regulatory issues.

He regularly works with leading international and domestic telecom operators and media and technology companies on the full range of matters relating to IT law, interconnection and outsourcing agreements, online commerce, and data protection. Iulian is also deeply knowledgeable of the Shipping, Aviation & Transport sectors, with particular focus on shipping and the admiralty, where he has extensive experience in dealing with contentious and non-contentious matters related to multi-jurisdictional disputes and transactions.





**Iulian Popescu**

Deputy Managing  
Partner

**MUȘAT & ASOCIAȚII**

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

AmCham plays a crucial role in the development of the Romanian business environment, by delivering a strong platform where many companies across a broad range of industries can discuss and exchange information. AmCham Romania not only creates the conditions for companies to meet other business representatives that share common interests and enhance the visibility of their companies, but also offers a platform for members to voice their opinions and concerns regarding current policy, legislative issues, and challenges facing the Romanian business environment. Another benefit AmCham offers to its members is access to up to date, relevant, high quality information on various financial, regulatory, and legal matters, through the regular events it organizes. Affiliation with AmCham offers companies access to cutting edge information to unparalleled networking and cooperation opportunities and is a key step for companies looking to grow their activity and expand their influence, reputation, and visibility in the business environment.

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

As a long-time partner at Mușat & Asociații – a leading Romanian law firm with 30 years of extensive experience, I believe I have an in-depth knowledge of AmCham Romania's vision and a great appreciation for the influence and impact of AmCham's activities and advocacy on the robust growth of the Romanian business environment. I am motivated by AmCham's values, goals and results, as well as by the tremendous involvement of the AmCham team in helping the business community. I am keen to contribute to AmCham's future activities, new initiatives and opportunities to create a strong, healthy, and transparent business environment in Romania for members and the business community at large.

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

As part of Mușat & Asociații's senior leadership team for 9 years, first as Partner, and since 2018, as Deputy Managing Partner, I have been involved in many significant transactions on the Romanian market across multiple industries – some of strategic importance – and therefore I have an excellent understanding of the local business community and its interaction with key figures of the public

administration. In the past 12 years I have been involved in many of the most important privatization and other state-related projects and I believe my legal and business insights in the developments and challenges facing the local business community and also the rigours of the public sector, would be beneficial in the development of future AmCham initiatives. Moreover, as board member of AmCham, I would draw on my knowledge and experience in the legal field to identify relevant policy issues that need to be addressed and outline potential recommendations and solutions for the business community.

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

Apart from serving as member of the board for a 2 year mandate, during the past several years, I frequently attended AmCham events and committee meetings and I personally oversaw the overall involvement of Mușat & Asociații's team of lawyers in AmCham's activities. In fact, many of my colleagues are actively involved in projects and debates alongside novel regulation and interaction with EU legislative system. In addition, Mușat & Asociații has historically supported AmCham activities and initiatives and counts itself among its oldest patron members.

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

Given my expertise and past experiences, I believe the areas where I can bring added value to AmCham efforts are: (i) Energy, (ii) Environment, (iii) Public Procurement & PPP and (iv) Digital Economy.

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

1. *Strengthening the partnership and dialogue between the private sector and the public authorities .*
2. *Promoting the views and position of the business community through increased advocacy.*
3. *Circulating vital business and legal information among Members .*





## Sergiu Russu

Technology 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 Russu has joined Oracle in 2005 and has held different management positions within the company. His priorities involved business development (mainly startup projects), creating teams, and developing business strategies, taking into account local and regional characteristics. In the past 15 years, he 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 Russu 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 Leader

**ORACLE ROMANIA**

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

I believe that companies operating in Romania will benefit from AmCham's influential voice and power that stands for the wellbeing of the local business environment. Associating the company brand to AmCham will provide a strong and common stand for the local community and its economy and also the ability to have the local impact grow exponentially.

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

Main driver to be part of AmCham Romania Board of Directors is to make a difference for the business community and I am convinced that as part of BoD initiatives we will have the opportunity to positively affect change and growth in the local market. As I resonate with AmCham industries approach, I believe that together we can use our resources to provide a fresh and innovative perspective and drive them towards growth.

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

As a well-known individual in my field for over 23 years and with extensive experience and exposure to all major industries in business strategies and business development, I believe I can showcase my strengths into AmCham's initiatives. Also, I believe I can contribute with a fresh perspective on approaching the business community needs.

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

As a new patron joiner starting December 2020, together with a dedicated team I assigned to cover the main committees and task forces, we took the opportunity to share our views and ideas on important concerns, and be an active contributor to their initiatives. While we are still in the alignment phase, we are sure we can bring our broad and local expertise where relevant.

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

Having established itself as the market leader in data management, over 500 Romanian enterprise customers use Oracle products, and all country-wide government sector critical infrastructure systems run on our data management platform, I see value in getting engaged in all areas and activities mentioned above.

In addition, as being the largest employer and also having been ranked in the past 5 years as the first employer of choice, we can on one hand share our experience, while also advocating our views and ideas, and communicate our business concerns and recommendations to all relevant authorities.

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

1. *Top priority I believe will most influence the business community is encouraging digital transformation at the highest level. By educating authorities on the concepts and benefits of implementing digitalization and by changing their mind-set and encouraging them in embracing new technologies and paradigms, authorities will be rethinking organizations and processes and public services will be delivered efficiently.*
2. *In addition, I consider as high priority the Health Industry, where solutions are required to optimize the financing of the healthcare system.*
3. *Significant improvement is also required in Public Procurement legislation and EU funds regulations in order to align with the modern business requirements.*



## **Mirela Iordan**

**General Manager**

**PFIZER ROMANIA**

Mirela Iordan is the Country Manager of Pfizer Romania, the most important American investor in the Romanian pharma sector for the past 25 years, with more than 1 Billion RON revenues in 2020. During her mandate Pfizer Group is continuing to expand the Romanian footprint through incremental investments designed to expand our European Supply Planning Hub located in Bucharest, strengthened by Pfizer Biopharmaceutical Group which consists of more than 200 colleagues, while expanding the local Pfizer Medical and Marketing European hub for Rare Disease unit.

During her 2018 -2020 mandate as AmCham Board member, Mirela Iordan has been privileged to lead the Healthcare Committee representing more than 70 companies enrolled in the healthcare sector: producers and distributors of innovative and generic drugs, medical equipment manufacturers, private health services providers, private health insurance companies , e-health solutions providers, law firms, professional services providers and NGOs active in healthcare field.





**Mirela Iordan**

General Manager

**PFIZER ROMANIA**

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

Since its inception back in 1993 and a professional advocacy work ever since then, AmCham Romania positioned itself as a leading business association and a credible, trusted partner for the Romanian authorities. Owing to its growing membership base over the years - spanning all industries and sectors, AmCham contributed a great deal to the development of a business-friendly environment, growing investments and jobs. We as Pfizer Romania and a Patron Member, have witnessed first-hand the value that AmCham provides to its members through its comprehensive advocacy agenda, as well the networking opportunities, cross-sharing best practices or capability development seminars.

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

The Covid-19 pandemic is posing unprecedented challenges on businesses, individuals, economy and societies. Strong private sector leadership is needed more than ever to contribute decisively in containing the healthcare crisis and drive the economic recovery. In my view, this is also a time of unprecedented opportunities to unleash the power of science, innovation, collaboration and collective action that are all key elements of building a resilient economy and healthcare system. As one the frontrunners in the race to find effective treatments and vaccines to ultimately end the pandemic, we stand ready to serve AmCham community and bring our contribution along the efforts of all members to bring to an end the current crisis and emerge as a stronger business community.

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

Back in 2018 I had the great honour to serve for two years mandate as a Director of the Board of AmCham. In the same time, I chaired the Healthcare Committee of AmCham which becomes so relevant for our association in the context of the pandemic and the role we must play to assist the national crisis recovery efforts. As Country Manager of one of the leading R&D global healthcare companies operating in one of the most regulated sectors, I put a lot of time and efforts behind our advocacy efforts to shaping an environment conducive to innovation and collaboration. I am confident that by putting to work Pfizer's internal resources and expertise, we can bring a valuable contribution to AmCham's on-going advocacy efforts.

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

Pfizer had been a Patron Member of AmCham and an active contributor to the activities of the business association, especially in the Healthcare Committee where our expertise is extensive. We have provided strategic insights in to key projects focusing on long due reforms of the healthcare system, such as the introduction of additional financing mechanisms, development of guidelines for public acquisition, digitalization of the healthcare system and most recently assisting the Romanian Government on its efforts to capitalize on the unprecedented funding opportunities provided by European Union (input for the development of the National Recovery and Resilience Plan). Early in the pandemic, we joined many other AmCham members in deploying quick and critical relief support to some of the hardest hit communities and healthcare institutions.

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

During these times of unprecedented hardship, one of the most important roles of AmCham is advocating for its members' interests. AmCham is in a unique position to understand how the pandemic impacted the business sector, deploying effective solutions and translate them into concrete policy recommendations. Our advocacy efforts should balance interrelated interests (business, economic, health, social), craft thoughtful advocacy agendas and capitalize on every opportunity to assist the government work in containing the health crisis, economic recovery and mapping the road to economic growth post-pandemic.

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

1. *Advance at even stronger pace the comprehensive AmCham healthcare resilience agenda developed in 2020.*
2. *Further laying out recommendations for economic recovery, build on insights and interests of AmCham members' interests.*
3. *Assist the Romanian Government in its efforts to capitalize in the unprecedented financial support from EU, facilitating long due reforms and investment plans that are needed to develop a more sustainable and resilient economy.*



## **Ionuț Simion**

**Country Managing Partner**

**PWC ROMANIA**

Ionuț Simion is Country Managing Partner of PwC Romania, where he leads a team of over 800 professionals, including 21 Partners, across three lines of services – Assurance, Tax and Legal Consulting, Management Consulting and Deals. He is also a member of the Partner Council of PwC in Central and Eastern Europe.

Ionuț Simion is one of the best known tax advisors in Romania acting as the leader of the Taxation Committee of AmCham. Currently, he is a Vice-president of the Romanian Chamber of Tax Consultants.

Ionuț Simion is the President of AmCham. In this role, he is involved in discussions and negotiation with Romanian authorities on different legislative initiatives having an impact on the Romanian business environment. In 2020 Ionuț Simion supervised the publication of a complex AmCham report on public policy recommendations - Priorities for Romania – which comprises specific actions to encourage the development of several key sectors in Romania.





**Ionuț Simion**

Country Managing  
Partner

**PWC ROMANIA**

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

AmCham is one of the most reputable business associations in Romania, gathering the most important and representative companies operating in Romania, and providing them with high 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 analyses highlighting the main challenges the business environment is faced with, and potential solutions.

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

Because of the COVID-19 pandemic the uncertainty about the business continuity, the developments in the health and economic crisis and the concerns over potential changes in legislation are the biggest challenges faced by companies. The public-private dialogue and collaboration will help to reduce the uncertainty that marks the beginning of 2021. Based on my experience as Country Managing Partner of PwC, one of the leading professional services firms in Romania, and as President of AmCham, I can contribute to strengthening and maintaining a climate of respect and trust between the Romanian authorities and the business community. I have acquired a vast knowledge on preparing position papers efficiently and approaching decision-makers in an effective manner.

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

I have been very active in what I see as the main business association in Romania - AmCham, but I have also contributed to other organizations such as CDR and FIC. I have an extensive experience in discussing the main issues concerning the business environment and assisting the Romanian Government in amending the tax legislation in order to comply with the EU and OECD regulations. As Chairman of the Taxation Committee of AmCham, I successfully advocated the

launch of the ANAF tax administration modernization. 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?**

We went through a difficult year with complex challenges in all areas and I worked actively as President of AmCham, promoting the dialogue with the Government and central authorities, policy proposals and economic measures to reform critical systems such as: healthcare, education and administration, all of which would contribute to the sustainable growth of the Romanian economy. In this context, I would point out that part of the measures included in AmCham's priority document for Romania are already reflected in the amendments to the Fiscal Code and the Fiscal Procedure Code, approved by the Parliament, as a recognition of our joint effort for the recovery and modernization of the Romanian economy.

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

Given my experience as President of AmCham I believe I have the knowledge and expertise to contribute in all three areas: advocacy, business growth and communication.

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

1. *We need to maintain an open dialogue with decision-makers and find grounds for cooperation.*
2. *We need to present constructive solutions for the many challenges faced by Romania and by the local business environment.*
3. *We need to improve education of the general public in order to combat the populist tendencies we have seen in recent years.*





## Cristian Sporiș

**Vice-President, Head of Corporate  
Banking**

**RAIFFEISEN BANK ROMANIA**



Cristian Sporiș is the Vice-President of Raiffeisen Bank in Romania, responsible for overseeing the Bank's Corporate lending.

Cristian Sporiș is a graduate of the Academy of Economic Studies, with a degree in Banks and Stock Exchange. He started his career in the Treasury Department of the National Bank of Greece and, beginning with 2002, he joined Raiffeisen Bank, immediately after the bank took over Banca Agricola. He had various key-functions within the Treasury and Capital Markets Division, up to that of Executive Director.

This capacity also favoured his appointment as Secretary of State with the Ministry of Public Finance in charge with the public debt and state aid in 2012. After six months he returned to Raiffeisen Bank as Vice President, when he became Vice President responsible for the bank corporate division.

He is also a member of the Board of the Green Revolution, NGO that implements projects that address environmental and education issues, like the reduction of pollution or the impact human activities have on the environment, as well as the increase of inhabitants' life quality in major urban agglomerations.

Cristian Sporiș is married and has two children, with whom he enjoys travelling, biking and skiing.



**Cristian Sporiș**

Vice-President, Head of  
Corporate Banking

**RAIFFEISEN BANK ROMANIA**

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

AmCham is one of the leading voices within the business community, where different industries – whether foreign or local enterprises doing business in Romania - meet and cooperate in order to help the private environment achieve its full potential, while safeguarding the common interest. By joining this coalition of forces, every business operating in Romania might find it easier to endeavor to further encourage economic growth and sustainable development. And that is because AmCham is an open forum where business professionals join their forces, share their knowledge and resources and take effective action for the progress and growth of the communities they are present in. Last but not least, over the years, AmCham has been proven its significance in interacting with authorities in a steady and effective manner, with whom it built solid bridges through constructive dialogue and comprehensive multifaceted approaches. Therefore, the affiliation with the AmCham is beneficial both for the businesses and the community they operate in.

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

I do consider that the company I represent has both the duty and the responsibility to be actively involved in the most important and effective platforms for interaction between business, authorities and society. Without any doubt, AmCham is one of them. A mandate within the AmCham Board of Directors would give me and the company I represent the opportunity to continue to seek new solutions and ideas in order to help the Romanian business environment achieve its full potential, a process that requires long-term efforts and involvement.

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

I have a vast experience in Treasury and Capital Markets, as I started my career in the Treasury Department of the National Bank of Greece and starting with 2002 I joined Raiffeisen Bank's Treasury and Capital Markets Division, subsequently holding a series of key-functions, up to that of Executive Director. Between February 2012 and July 2012, I was appointed Secretary of State with the Ministry of Public Finance in charge with the public debt and state aid.

In July 2012, I returned to Raiffeisen Bank as Vice-President, coordinating the Corporate Banking Division. I am a strong supporter of responsible business practices and circular economy as promoters of sustainability and shared growth. Therefore, I consider that my experience, skills and competencies in both private and public sector could bring value and produce significant change in many fields that are instrumental for the AmCham activity.

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

Raiffeisen Bank is a member who has been actively involved in AmCham's work over the years, holding positions on the Board of Directors, coordinating and involving resources in the work of the Task Forces, while also supporting several AmCham initiatives.

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

My commitment is to be actively engaged in the advocacy process in the business environment in Romania, in order to foster sustainable growth of the business ecosystem.

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

1. *Facilitating a proper dialogue between business community and the Romanian institutional stakeholders.*
2. *Building a predictable, coherent and transparent regulatory environment.*
3. *Encouraging investments that take due account of environmental, social and governance considerations and lead to sustainable economic activities and projects.*



## Mihai Ristici

Partner

**RTPR | RADU TĂRĂCILĂ  
PĂDURARI RETEVOESCU**

Mihai Ristici is a partner in RTPR's corporate and capital markets practice.

He has 20 years of experience and a broad practice covering mergers and acquisitions, auctions and other private sale and purchase transactions, private equity, funds formation, corporate governance, joint ventures, NPLs acquisitions and disposals, and the full range of equity and debt capital markets transactions (including IPOs, rights issues, bond issues, listings, placings and accelerated book-builds) and regulatory advice.

Throughout his carrier, Mihai Ristici has coordinated multidisciplinary teams of lawyers in some of the largest deals or projects in Romania and in the region in many business sectors such as energy, telecom, financial institutions, real estate, manufacturing, IT, consumer goods.



## Mihai Ristici

Partner

**RTPR | RADU  
TĂRĂCILĂ PĂDURARI  
RETEVOESCU**

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

AmCham is a strong business platform in Romania and its voice is largely recognised as the leading business community advocate. Its actions, influence and impact are paramount to the evolution of the Romanian business climate. Its activity promotes cooperation between companies operating in Romania and it is a valuable business network. Affiliation to AmCham will give any company the chance to be part of a community of top professionals and leading performers in various economic sectors and to contribute with its own vision, energy and expertise to a better business landscape through dialogue and collaboration.

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

As a member of the AmCham Romania Board of Directors I can use my skills and experience in the benefit of the community, now even more than ever, at a time when the whole society was shaken by the pandemic. The Covid-19 economic effects are still to be seen in the following period and businesses need guidance to overcome these challenges. AmCham through its resources and strategy can play a significant role in the future developments and can draw directions that have an impact on the entire economy. I believe in the strength of AmCham as an association of business leaders and the potential and force that our businesses have together through our joint efforts, talent and knowledge.

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

I believe the experience gained during 20 years of practice in the legal field, most of them spent as a partner at RTPR, gave me the insight and perspective necessary for such a position. As a business lawyer I have worked with major companies in Romania and abroad from a large variety of industries and got to know both their business interests and goals but also the hurdles they often face when doing

business in Romania, many of which are due to the intricate legislative framework. I can bring best practices to the AmCham community, helping its members address these challenges and find solutions with an impact on their businesses to the higher goal of improving the business environment in Romania.

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

In the context of the Covid-19 pandemic RTPR created an informative tool – RTPR Emergency Journal – which was shared with the AmCham community through its Resource Center for Covid-19 Response. RTPR Emergency Journal was intended to keep the business community updated with the most important legal news impacting companies in these challenging times. RTPR has also been an active supporter of the Bucharest International Arbitration Court (BIAC), the independent court of arbitration established under the auspices of AmCham, since its foundation, supporting AmCham's initiative to offer a valid alternative to the local and international arbitration institutions.

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

I would like to be involved in advocacy and business growth areas, as I think I can add my contribution to these areas which match well with my experience and skills.

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

1. Find customised solutions to current challenges affecting the business community in Romania and seize growth opportunities.
2. Continue to promote a constructive dialogue and partnership between the business community and the authorities.
3. Sustain legislative initiatives that aim to facilitate doing business in Romania.



**Andrei Pitiș**

**CEO**

**SIMPLE CAPITAL**

With over 25 years of experience in the IT industry in Romania and the United States, Andrei Pitiș is a tech entrepreneur, angel investor and advisor with multiple successful international exits.

Andrei Pitiș graduated from Politehnica University of Bucharest, Faculty of Computer Science and passionately started working in the software industry early on. He founded his first company in his early 20s, a Silicon Valley-based start-up together with two other partners. In 2005, Andrei held the position of Romania Country Manager of IXIA, a leading provider of performance test systems for IP-based infrastructure and services operating in over 30 countries worldwide. He then founded and exited from Vector Watch, a disruptive 30 days battery life smartwatch. After the exit, he held the position of VP of Product and heading the Romanian and Belarus Development Centers at Fitbit, until august 2020.

Andrei Pitiș is also passionate about growing the young entrepreneurial tech community in Romania, founding in 2012 Innovation Labs, a leading national program teaching students to design and develop self-sustainable start-ups. He is also the co-founder of Tech Angels, the first network for business angels in Romania.

In 2019, Andrei Pitiș founded Simple Capital, a private investment vehicle, interested in financing tech product startups and companies with high growth and interested in expanding on the global market.



**Andrei Pitiș**

CEO

**SIMPLE CAPITAL**

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

I am a long-time supporter of the AmCham mission and role of bringing together American companies present on the local market, that need a common voice and representation body, as well as consolidating relationships with the local ecosystem. I have both the perspective of the corporations - having worked with several American companies - and of the entrepreneurial initiatives, from my current role of supporting the growth of local start-ups. My goal within AmCham is to foster cooperation and closer relations and exchanges between American companies and local start-ups.

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

I have taken as a personal mission to support the growth of Romanian based start-ups in their efforts to succeed on the international market. One of the most effective ways is to expose them to working with big companies within AmCham, to grow their capacities for research and innovation and open access to the global market for placing their products and services.

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

My experience covers several roles, such as:

- President of ANIS (Romanian association of software companies), 2012-2016
- Co-founder of Innovation Labs, the biggest student-driven start-ups acceleration program (2012 -present)
- Founder of Vector Watch, tech start-up sold to Fitbit (2013-2017)
- VP Product and Head of European Development Centers at Fitbit (2017-2020)

- Founder and CEO of Simple Capital, a private investment vehicle, with +15 active investments in innovative start-ups, within 18 months

From these roles, I have been privileged to contribute to the growth of the local entrepreneurial ecosystem, of which I have been a long-time supporter.

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

I have been serving as a member in the Digital Economy Committee.

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

My areas of interest are related to global technology start-ups, business growth, digital innovation and education – and I am interested in contributing on these topics within AmCham.

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

Based on the opportunities offered by the local ecosystem, these are the initiatives that I believe should be on the AmCham list of priorities:

1. *Direct and more significant support for the Romanian start-up innovation ecosystem.*
2. *Continue and support new initiatives to digitize Romanian businesses.*
3. *Continue and enhance education projects.*





**Sebastian Cochinescu**

**CEO**

**TAILPATH.COM**



Sebastian is a tech entrepreneur and the CEO and Co-founder of Tailpath.com - a company that adds transparency and trust to supply chains using public blockchains.

He has more than 20 years of business executive-level experience working with Apple, Hubert Burda Media and Avandor. In 2018 he was awarded with the Honour Emblem of the Romanian Army High Command.

He graduated the Executive Management Program - Blockchain Academy at the University of California, Berkeley, School of Law in 2017.



**Sebastian  
Cochinescu**

CEO

TAILPATH.COM

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

Any Romanian company that is seeking to develop economic relationships in other countries may benefit from the affiliation with AmCham Romania because this would enable them access to a broad set of opportunities and an extended network of trusted partners that may help them in this endeavour.

Joining AmCham Romania would also give any company access to an open discussion between the business community and public authorities, as well as the opportunity to contribute to the development of the civil society and the promotion of the commercial and economic interests of the members.

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

My personal mission is to positively impact the lives of as many people as possible and this mission is aligned with the activities of AmCham Romania. The Board Member position would enable me to get more involved in the AmCham activities that promote the digitalisation of public institutions, the development of partnerships and programs for economic cooperation between the private and the public sectors and to improve the stability of the Romanian business environment. All these activities would lead both to fulfilling my personal and professional goals to create a better world for all of us as well as making a positive impact as an active member of the AmCham Romania Board.

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

In the last 23 years I have accumulated an extended experience in management, entrepreneurship and digital media, working for Apple, Hubert Burda Media and Avandor and in 2018 I founded TailPath, a company that is adding transparency and trust to supply chains by using public blockchains. During my 16 years working as an C Level Executive in Hubert Burda Media I managed to improve the lives of hundreds of employees, changing the status quo and implementing the work from home program in 2009. As an active member of IAB Board I contributed to the Romanian Internet Advertising Industry standards supervision.

I am confident my skills in entrepreneurship and management would be an asset for the AmCham Board of Directors, contributing to the advancement the AmCham Romania agenda.

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

In the last year I have attended most of the AmCham Romania events and had several meetings focused on the improvement of the communications platforms and business opportunities for members.

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

I can contribute with my know how to the digitalisation process of the public sector, I could be a part of the advocacy teams for IT and blockchain, I could provide insights on improving the communication efforts that may lead to business growth for all of the members and I may also contribute to the policies and strategies for the development of the civil society and the international cooperation between institutional organizations and the business community.

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

1. *Support the economic activity development of the Romanian member companies.*
2. *Promote and elaborate public policies and programs and a better cooperation with the public authorities and to drive further economic development.*
3. *Publishing of analyses, research, studies and recommendations that would raise awareness in the society about the economic and social realities.*



## **Ionuț Sas**

**Vice-President of Tax,  
Payroll and Equity**

**UiPath**

Ionuț Sas is a certified tax advisor and a ACCA fellow member (equivalent of a CPA). He joins UiPath from PwC in Bucharest where he spent the last 13 years.

He started there as Manager and became a PwC Tax Partner in 2016. Part of his roles in PwC included tax business reorganization and business model changes, international tax structuring, and the design of tax policies, both for governments and companies. Prior to PwC, he held roles for P&G Romania and South East Europe, such as accounting and tax compliance senior manager, key project manager and driver of their ERP (SAP) implementation and coordinator their stewardship function.

Ionuț Sas had some interesting lead roles in his earlier careers such as: Chief of Staff for the Central Eastern Europe PwC Management Board, Tax Technology Leader in Central Eastern Europe, Leader for the business segment related to entrepreneurs and private business, and a permanent guest to the Central Eastern Europe PwC Management Board representing New Businesses.

Ionuț Sas lives in Bucharest with his wife and two daughters.



**Ionuț Sas**

Vice-President of Tax,  
Payroll and Equity

**UiPath**

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

I truly believe in the set-up of an ecosystem that comprises all relevant stakeholders for a greater good in the development of our society as a whole: people, businesses, state institutions.

AmCham Romania is one of the fundamental connecting associations that links the above elements via its multi-networking with the US approach and local Romanian environment.

In addition, AmCham Romania provides and fosters a collaborative environment that enables companies to voice their views, opinions and ideas in a safe and constructive manner, coupled with appropriate communication to relevant Romanian high officials and authorities.

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

I am happy to learn and eager to engage in the creation of ideas for the new ecosystem that the pandemic situation led us thru. In addition, sharing the experiences that I learnt in my current journey (but also the past ones) to enable a better approach and path for other Romanian companies to follow their path to grow, are topics for which I am happy to dedicate additional time.

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

I am confident that the global perspectives that I will be able to share from managing global work streams in one US corporation born in Romania will add more value to the AmCham Romania Board of Directors. I am a good listener, a team player, looking at perspectives from various angles, but also able to voice and express my opinions in a diplomatic communication style.

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

After the finalisation of my prior AmCham Romania Board of Directors term (March 2019), I remained a constant presence in the Taxation Committee.

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

I would say that all three areas are equally important, but I would focus on the advocacy matters to enable an enhanced business environment in Romania, as well as on the business growth and set-up of better US – Romania route for higher and closer collaboration within the R&D and investment areas.

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

1. *Greater connectivity and access to the US investments in Romanian players in the R&D and software space, coupled with support for Romanian businesses to access financing.*
2. *Digitalisation of the Romanian administration and business environment.*
3. *Enhancement of the legislation environment and rule of law in Romania.*



## **Adrian Grecu**

**Head of South East Europe Area  
(SEEA)**

**&**

**Country Manager Romania**

**VIATRIS**

Competent business leader within healthcare with demonstrated consistent performance. Broad and diversified experience within the pharmaceutical industry, encompassing 26 years of local, regional and international exposure.

Regional head for South East Europe since 2018, with outstanding results, both organizationally and financially.

Culturally agile and adaptive, acquired, ben acquired and merged. Strategic vision, coordination of integrations and adaptation of business models across the industry.

Active participation in the local pharmaceutical associations and AmCham, previously board member in the originator association (ARPIM), currently President of the Generic Association (APMGR) for second consecutive mandate.

Very active at authorities' level and with media to shape up the financing and pricing within the industry, the two biggest challenges of the market. Recognized as a strong partner and influencer within the pharmaceutical market in Romania.

Extensive geographic and cultural experiences across the world, with deep immersion in markets from Eastern Europe to Singapore, India, China, Russia & CIS countries.





## Adrian Grecu

Head of South East  
Europe Area (SEEA)  
&  
Country Manager  
Romania

VIATRIS

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

AmCham is the strongest and most active association advocating for a sustainable business environment to the benefit not only of its members but more so of Romania and its citizens. The achievements of AmCham are unparalleled among all similar associations and its reputation and visibility speaks for itself. Values like transparency, sustainability, long-term strategic approach are at the heart of AmCham modus operandi. AmCham comprises of more than 450 companies from all industries, with strong ties with authorities and non-governmental institutions and has an almost 31 years long experience in Romania, basically covering the whole history and cycles of the country since it became a free market economy built on a democratic foundation.

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

I've been the President of the Association of Romanian Generic Drug Producers (APMGR) for the past 4 years. I've been deeply involved with authorities and media at all levels to make the environment more favourable and predictable, for the industry in general and for the generic producers in particular. I consider it is time to take my expertise to the next level and help our business community and members of AmCham to a broader extent by leveraging my abilities and experience to interact and influence stakeholders from government, parliament or other specific national agencies.

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

Given my 26 years of local and international business experience from which 21 in the pharmaceutical industry I do have a solid understanding of the challenges an enterprise is facing in Romania, but also a broad understanding of the health care environment at both local and global level. I am covering several markets in Eastern Europe, I worked in countries like Austria, Singapore, Russia, India, China and former CIS countries, therefore I have a very broad understanding of what works within the healthcare system and the business environment in general. I am running one of the most prominent American drug producers and I've been leading the most relevant generic industry association in Romania. I believe I bring a wealth of expertise, both local and international, of healthcare and business environments across the world and local.

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

Yes, either me personally or through my management team, we've been a very active member in the health care working group proposing various initiatives to improve the environment for the pharmaceutical players, but also for the other stakeholders in the field. We've been communicating and contributing on a continuous basis in the preparation of various initiatives in relation to the drug financing, proper legislation for the medical devices purchases or initiatives in relation to the taxation environment. At the global level Viatris is at the forefront of building a sustainable and durable healthcare environment with the aim of treating all 7 billion plus people across the world with high quality, affordable drugs. Through the merger of Mylan with Upjohn, a division of Pfizer and creation of Viatris we are taking this mission to the next level. For the past year I have been the backup representative of AMCHAM in CDR healthcare WG.

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

I feel my expertise would be best leveraged in the advocacy area, but I consider myself agile and adaptable, therefore I could be of value in other areas also.

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

1. *Maintain an open communication and continuous dialogue with the authorities, get continuous feedback from members in terms of challenges and needs, and act upon them, shape the environment for a sustainable business for all members to the benefit of Romania as a whole.*
2. *Help the business community and Romania as a whole to become an attractive market for investors by focusing on improving the predictability of the fiscal and legislative adjustments by working closely with authorities to implement changes that make sense and are sustainable.*
3. *Continue to strengthen the AmCham brand and its reputation as the strongest and most active association advocating for a sustainable business environment.*





## Bryan Jardine

Managing Partner

**WOLF THEISS**  
**RECHTSANWALTE GMBH**  
**& CO KG**

Bryan Wilson Jardine is the Managing Partner of the Bucharest office since 2005, when he assisted in establishing the local presence of WolfTheiss in Romania.

A California-admitted (since 1990) and registered foreign lawyer with the Bucharest Bar Association, Bryan has lived and worked in Romania and the region since 1996.

Over the course of his U.S. and international legal career spanning nearly thirty years, he has provided legal advice on privatizations, corporate M&A, energy law, regulatory and public procurement, dispute resolution and real estate to a number of high-profile clients active in various business sectors in the CEE/SEE region.

Bryan Jardine is also the regional coordinator of the WolfTheiss renewable energy practice. He has extensive experience in the conventional and renewable energy (RES) sector, having represented leading multinational investors and developers in this sector.

He has received various awards in recognition of his substantial expertise in the business and energy sector and was named "Professional of the Year" at the 2009 Europa Property SEE Annual Awards. Over the last years, he has edited several the Firm's well-received energy guides, which have focused on areas from RES and Waste to Energy and Energy Efficiency.

He is also one of the three individuals who founded the Romanian Petroleum Club in 2001 (<http://www.petroleumclub.ro>).

Bryan Jardine has been a member of the Board of Trustees of the American International School of Bucharest since 2003.



**Bryan Jardine**

Managing Partner

WOLF THEISS

RECHTSANWALTE  
GMBH & CO KG

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

AmCham represents a unified platform for those companies operating in Romania to try and address those economic and political issues that may impact their businesses operating in this market. It can play a key role in promoting a more transparent and business-friendly environment in Romania.

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

I have served on a number of non-profit boards in Romania over the past years. These include (besides AISB) the US-Romanian Fulbright Commission and the Princess Margareta Foundation.

I am aware of corporate governance requirements and the commitment that membership on the Board of Director of AmCham will require. I am prepared to take on this commitment and devote my time and efforts to promoting an active and engaged AmCham that best serves the interests of its members.

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

As a U.S. lawyer doing business in Romania for over 23 years, I believe I bring a certain historical perspective on the evolution of the Romanian business environment and a skill set as a business lawyer that could be useful to the Board. Over the years I have advised many companies that have invested and are doing business in Romania and am aware of the legal and practical impediments they face in doing business here. I am also aware (having advised clients on such issue) of what solutions can be implemented to try and overcome these hurdles for the benefit of the AmCham members. I also am myself a small business owner/ operator in Romania, having opened within the last three years with a boutique pension in the Dealu Mare wine region of Romania ([www.jardinehills.ro](http://www.jardinehills.ro)). So, I understand the challenges of doing business in Romania also as a direct investor. Finally, since I am an American citizen who has been very active in the Romanian expat community in my years here, I would bring that perspective also to the Board of AmCham.

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

I have been active in AmCham over the last 20+ years. This past year I have not been so active (other than attending the AGM) due to other work and Board commitments. However, as noted I have stepped down from the AISB Board in December 2020 and so I believe I will now have the time available to dedicate to a Board position on AmCham for the next two-year term. Colleagues from Wolf Theiss have also been active in and contributed to the various committees over the years.

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

- Advocacy to improve the legal and regulatory environment for business in Romania.
- Promoting business opportunities generally in Romania; and
- Encouraging a transparent and efficient business environment especially for SMEs in Romania.

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

1. *Continue to provide a platform for AmCham members to address specific areas of concern they may have in relation to their business in Romania.*
2. *Leverage the strong reputation of AmCham to serve as a lobbying force with the new government of Romania to advance positive legislative and other changes necessary to meet the challenges of the fast paced global business environment of the 21<sup>st</sup> century.*
3. *Work to increase membership in AmCham by public outreach and promoting the values we stand for and the benefits that membership brings to its constituency.*

# CANDIDATES for the **Auditing Committee**

2021



## Oana Nicorescu

Partner

**APEX TEAM  
INTERNATIONAL**

As entrepreneur in APEX, a Romanian small practice of 50 professionals, Oana Nicorescu considers that a position in the AmCham Auditing Committee represents an excellent chance to exchange experiences and raise the awareness on potential solutions identified by AmCham members for the challenges faced by SMEs in this changing world.

As a professional Oana Nicorescu enjoys sharing colleagues from AmCham success stories and creating a best practice for the profession and is confident that she can bring a valuable contribution to AmCham.

Her key achievements related to accountancy profession, which qualify Oana Nicorescu for a position in AmCham Auditing Committee, include:

- Member in CECCAR Superior Council;
- Technical Advisor for SMP Committee within IFAC;
- Nominalization for Member for SMP Committee within IFAC.

As for APEX, the company she represents as Partner, Oana Nicorescu is proud of recognitions like:

- 2018: APEX won the 4th place in the CECCAR National Top for Accounting Firms;
- 2017: APEX won 4th place in the CECCAR National Top for Accounting Firms;
- 2012: APEX won 2nd place in the CECCAR National Top for Accounting Firms;
- APEX nominalization as one of the study cases in Edinburgh Group Report "The SMP of the future in a changing world".



# 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**

**Certified Accountant**

**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 9 years of experience in providing accounting and other professional services.

Mădălina Stoica's main activities and responsibilities are:

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



Thank you for your vote!

2021