

# MIHAI CRAIU

• Address: Bucharest, Romania • Email: investments@fininvest-usa.com

## EXECUTIVE PROFILE

**HARVARD BUSINESS SCHOOL Executive MBA, Boston USA**  
with over 20 years' experience in strategic and entrepreneurial leadership

Strong record of performance in **delivering profitable financial results** in high-profile organizations; managerial background with international expertise  
Superior interpersonal skills, commercially astute and highly capable entrepreneur.

**AREAS OF EXPERTISE:** BUSINESS OPERATIONS MANAGEMENT, NEW BUSINESS, MARKET DEVELOPMENT, TEAM LEADERSHIP, FINANCIAL ANALYSIS, PERFORMANCE MANAGEMENT, PROFIT MAXIMIZATION

## CAREER CHRONOLOGY

**OWNER / PDG** 2015-2016, Barcelona, Spain  
2014-2015, London, UK  
2012-2014, Nisa/Monaco, France  
2003-2016, Bucharest, Romania

**Media Consulta International, Marketing & Media Consultancy** [mediaconsulta.ro](http://mediaconsulta.ro)  
Majority stakeholder of the Group – 99%; Managing staff 100+; Business Management; Stakeholders Management, Team Management, Financial management (forecasting, budgets, monitoring, financial analysis and assessment).

**Media and Advertising Agency**  
Start-up project, reached top 15 Media agencies; Management of all departments: Research Department; Strategy & Planning Department; Special Events Department; Public Tender Department; Sales Department

**Media Barter Bank**  
Idea/Launch and Development, the only barter deal company in the country, aimed to improve cash flow – products and media space barter deals

**Real Estate Division**  
Investment in several office buildings; Project development for Europe (UK, Spain)

**FOUNDER / CEO**

**FinInvest USA, International Consultancy and Management** [fininvest-usa.com](http://fininvest-usa.com)  
Develop international operations (international financial management, media consultancy, real estate Europe region)

**CEO/ MAJORITY SHAREHOLDER** 2011-2015, Constanta, Romania  
**TV Dobrogea**, local TV station [TVdobrogea.ro](http://TVdobrogea.ro)  
Project, Launch, Financing, Team Management, Financial Management, Budgetary Control  
○ Acquired in 2015 by a **leading international Oil Group**, GSP

**CEO / MAJORITY SHAREHOLDER** 2012-2015, Bucharest, Romania  
**Television School “Tudor Vornicu”**  
Invested in an educational project /training program for audiovisual career pursuers (TV, radio)  
Business Management, Communication Management, Financial Management and Budgetary Control  
○ Acquired in 2014 by Prima TV Group, **top 3 media groups in the country** (owner of a national TV station, newspapers and magazine, 2 Radio stations)

**OWNER / PDG**

**EUROPEAN COSMETICS TRADE** 2013-2015, Bucharest, Romania  
Launch and Management of luxury products e-shop [myfragrance.ro](http://myfragrance.ro) from idea to market introduction and development; International stakeholders' management; Project development for Europe

**SHAREHOLDER/GENERAL MANAGER** 2006-2008, Bucharest, Romania  
**Financial Week**, top 3 financial magazines  
Launch a top financial magazine, oversee revenues, cost control and deliver profit

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<b>GENERAL MANAGER</b> <b>National Journal</b> , top 3 national newspaper	2003-2008, Bucharest, Romania
<b>GENERAL MANAGER</b> <b>Antena 1</b> , local TV station	2001-2008, Bucharest, Romania
<b>ADVERTISING MANAGER</b> <b>Antena 1</b> , national TV station (top 3)	2001-2008, Bucharest, Romania
<b>SALES MANAGER</b> <b>Pro TV</b> , leading national TV station	1994-1995, Bucharest, Romania

## NOTABLE ACOMPLISHMENTS

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- Media agency launch, increased cash flow from start-up income **reached €17M TO in 2012**;
- **Yearly improvements** of the group's financial health / Stable financial standing
  - **Increased Gross Revenues** through new business, trimming costs, payroll expenses
  - **Increased Profitability indicators** (Net Profit Margin and Operating Margin significantly better than industry average)
  - **Improved Solvency and Liquidity Indicators** (Financial Indebtedness, Debt and Interest Coverage)
- Managing staff of **over 470**;
- Budget Management of **over €40M** and increased Readership /Circulation of National Journal **by 300%**
- **Negotiated and contracted FC Barcelona** for a friendly match in Bucharest, in 2012 (reported audience of **over 50K people and financing of over €2M**)
- Negotiated and secured the visits to Bucharest of **Mr. Viscount Etienne Davignon- Chairman of Bilderberg Club; Mikhail Gorbachev, George Friedman- Founder & CEO Stratfor**
- **Launched Financial Week** (idea/financing/operations/management); **reached top 3 financial magazines in 6M**

## EDUCATION & CREDENTIALS

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Executive MBA  
**HARVARD BUSINESS SCHOOL**

Masters  
**SNSPA Political Studies University**

Business Certificate  
**Codecs University Open Business School**

Bachelor's Degree  
**ANEFS**

Romanian nationality  
Bilingual in English and Spanish, B2 -French

**REFERENCES:** available on request