

EXECUTIVE PROFILE

MIHAI CRAIU

 BUCHAREST, ROMANIA

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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

mediaconsulta.ro

**2016-2021, Nisa, France-
European HQ for-
mediaconsulta.co.uk
2015-2016, Barcelona, Spain
2014-2015, London, UK
2012-2014, Nisa/Monaco,
France
2003-2016, Bucharest,
Romania**

OWNER / PDG**Media Consulta International, Marketing & Media Consultancy**

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).

fininvest-usa.com

FOUNDER /CEO**FinInvest USA, International Consultancy and Management**

Develop international operations (international financial management, media consultancy, real estate Europe region).

2011-2015
Constanța, Romania

TVdobrogea.ro

CEO/ MAJORITY SHAREHOLDER

TV Dobrogea, local TV station

Project, Launch, Financing, Team Management, Financial Management, Budgetary Control.

- Acquired in 2015 by a leading international Oil Group, GSP.

2012-2015
Bucharest, Romania

CEO / MAJORITY SHAREHOLDER

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).

2013-2015
Bucharest, Romania

OWNER / PDG

EUROPEAN COSMETICS TRADE

Launch and Management of luxury products e-shop **myfragrance.ro** from idea to market introduction and development; International stakeholders' management; Project development for Europe.

2006-2008
Bucharest, Romania

SHAREHOLDER/GENERAL MANAGER

Financial Week, top 3 financial magazines

Launch a top financial magazine, oversee revenues, cost control and deliver profit.

2003-2008
Bucharest, Romania

GENERAL MANAGER

National Journal, top 3 national newspaper

2001-2008
Bucharest, Romania

GENERAL MANAGER

Antena 1, local TV station

2001-2008
Bucharest, Romania

ADVERTISING MANAGER

Antena 1, national TV station (top 3)

1994-1995
Bucharest, Romania

SALES MANAGER

Pro TV, leading national TV station

NOTABLE ACOMPLISHMENTS

- 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

Executive MBA

HARVARD BUSINESS SCHOOL

Masters

SNSPA Political Studies University

Business Certificate

Codecs University Open Business School

Bachelor's Degree

ANEFS

LANGUAGE

Romanian nationality

Bilingual in English and Spanish, B2 -French.

REFERENCES

available on request.