

## INFORMAȚII PERSONALE

## Cristian Ioan Popescu

 (Romania)

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## EXPERIENȚA PROFESIONALĂ

15/06/2015–Prezent

## HR Director

Pro TV, Bucuresti (România)

01/10/2009–15/06/2015

## HR Director

Ursus Breweries, Bucuresti (România)

- *Country Business Transformation Leader, in charge of driving a portfolio of cross-functional initiatives targeted to deliver close to \$20 million gross margin improvements through a combination of commercial capability developments and cost efficiency improvement measures.*
- *Led as Business Deployment Leader the successful SAP Global Template implementation, leading a team of 100+ people across all functions, with a budget in excess of 17 million USD.*
- *For 5 consecutive years delivered Fixed Costs efficiencies of between 5-18% year-on-year, through a combination of functional, paycost, general administration operational costs and process reviews.*
- *Transformed the relationship with the Unions into a positive partnership, despite very tough economic and social conditions.*
- *Initiated & led an organizational intervention to redefine the Company Mission & Vision, as a basis for engaging the minds and hearts of the employees. Two years later, Ursus had the best engagement results in Europe and better than the Tower Watson Benchmark group of companies on 11 of 12 dimensions.*
- *Part of the global design group of HR directors reviewing the HR Operating Model and the establishment of the HR service line within the newly established Global Business Services organization.*

15/06/2006–30/09/2009

## HR Director

Genpact Europe

- *Led the accelerated set up of the organization, growing from less than 100 employees to more than 1600 across 2 sites, within 3 years*
- *Recruited and developed the leadership team with support from the global headquarters in India; defined and implemented full management structures for Operations, Finance, Quality, Transition, IT & Business Development*
- *Established organizational processes focused on driving customer service, efficiency and continuous improvement. The operation obtained a positive NPS (Net Promoter Score) within 2 years of service, despite newness, very rapid growth and challenging cost structures.*
- *Delivered important savings versus financial targets – with a major impact in accelerating the achievement of business unit profitability, HR costs representing more than 60% of the total Fixed Costs and the key basis for Revenue generation.*
- *Built a strong HR department – a team of 30 professionals who designed and implemented a broad range of human resources systems and policies.*
- *Led the setup of new Service Centers (Rabat in Morocco, Lublin in Poland, both reaching over 100 employees within the first year of operation) and facilitating the consolidation of a newly acquired SAP Consulting center in Rotterdam, the Netherlands;*
- *Led the setup of commercial engagements for HR Outsourcing services for Europe, in collaboration with the Global HRO Team and the European Commercial & Transition team.*

15/05/2004–15/06/2006

## HR Director

## InBev Romania

- *Led the process of developing and implementing the HR strategy, ensuring full alignment to the business short and long-term growth strategy.*
- *Worked with the General Manager and each Department Manager to redesign the department structure to ensure full utilization of all resources within the context of the transition of the company from quantitative expansion towards qualitative enhancement of productivity.*
- *Redesigned the talent sourcing and talent development systems by broadening the recruiting sources spectrum, setting up new selection processes, redesigning the corporate training curriculum and establishing top talent development plans.*
- *Upgraded compensation management by establishing consistent links to performance and market dynamics, in line with company development needs and within budgetary limits.*
- *Led industrial relations work with labor unions and a collaborative relationship.*

01/01/2002–15/05/2004

## Employee Services Manager

Procter &amp; Gamble Balkans, Bucuresti (România)

- *Managed the compensation strategy across P&G Balkans, running in-house salary surveys with key employers in each market and establishing salary ranges and salary management guidelines. Ensured 90%+ of salaries managed within range and 100% budget concurrence.*
- *Led successfully the local implementation of the global outsourcing contracts of HR services to IBM and of IT services to HP. Ensured proper documentation of in-scope HR processes and measures, ensured proper transfer of P&G employees to IBM & HP and managed the newly created interface to ensure consistent service.*
- *Designed new benefit programs and ensured harmonization of the benefits portfolio across the Balkans countries, while ensuring cost efficiency and competitiveness in each market.*
- *Managed the relocation and expatriate services and designed specific transfer packages for local and intra-region relocations to ensure organization flexibility at a low cost.*

15/06/1999–31/12/2001

## Regional HR Specialist

Procter &amp; Gamble CEEMEA, Geneva (Elveția)

- *Directed the deployment of global recruiting programs and tools in the region*
- *Led the renewal of the corporate image across the region with the "Create Your Future" campaign.*
- *Served as HR advisor during the integration of two Central European business units, ensuring proper consolidation of the organizations, with minimal talent losses, within schedule & budgets.*
- *Coordinated the upgrading and shifting of the functional training curriculum towards Modern Trade, introducing Key Customer Management: Customer Strategy, Customer Profitability, Streamlined Logistics, Shopper Understanding, etc.*
- *Facilitated CEEMEA Top Talent assignment planning with Global & Regional teams to ensure learning opportunities for key employees*

18/09/1995–15/06/1999

## HR Manager

Procter &amp; Gamble Balkans, Bucuresti (România)

- *Supported P&G Distributors with design and implementation of HR systems including functional structure, recruiting systems to support geographical expansion, performance appraisal & compensation systems for sales and logistics personnel.*
- *Led a cross-functional team through an organization health assessment and implemented actions step-changing alignment across functions and countries and improving intercultural communication. Designed action plans to enhance engagement.*
- *Oversaw development of graduate recruiting programs on the main university campuses, driving P&G's image as preferred employer in each Balkans country and delivering ~50 top-notch new hires/ year, within required timing and cost-per-hire budget.*
- *Ensured implementation of an intensive corporate training curriculum and growth of internal trainers team.*

**EDUCAȚIE ȘI FORMARE**

01/10/1990–30/06/1995

**Engineer - Economics of Engineering**

Politehnica Bucuresti, Bucuresti (România)

01/09/2005–30/06/2007

**Executive MBA**

ASEBUSS &amp; Kenesaw State University, Bucuresti (Romania)

**COMPETENȚE PERSONALE**

Limba(i) maternă(e)

română

Alte limbi străine cunoscute

	ÎNȚELEGERE		VORBIRE		SCRIERE
	Ascultare	Citire	Participare la conversație	Discurs oral	
engleză	C2	C2	C2	C2	C2
franceză	C2	C2	C1	C1	C1
spaniolă	B2	C1	B2	B1	B2
italiană	B2	B2	B1	B1	B1
germană	A2	A2	A2	A2	B1

Niveluri: A1 și A2: Utilizator elementar - B1 și B2: Utilizator independent - C1 și C2: Utilizator experimentat  
 Cadrul european comun de referință pentru limbi străine

**Competențe organizaționale/manageriale**

- Delivered organization productivity through effective organization design and workforce planning;
- Built organization engagement through specific HR projects combined with line management empowerment
- Drove change management plans & activities to sustain major transformations;
- Coached individuals for performance and drove team effectiveness.

**Competențe dobândite la locul de muncă**

- *Certified as Bridges™ trainer for Individual & Organizational Transition Management*
- *Qualified as Internal Consultant by Oxford Management Consulting*
- *Qualified as a management trainer for a broad range of Leadership training programs.*