

Alexandra Velescu

Associate, Bucharest



Areas of expertise

Functional

- Pre and post merger integration, PMO
- Customer segmentation, behavior analysis
- Marketing, sales and customer service strategy
- Organizational design, process optimization
- Industry analysis, market forecasts modelling

Industry

- Banking and financial institutions
- Oil & Gas
- Utilities

■ **Selected consulting experience (>4 years)**

- **Reorganization of G&A functions for a major Oil & Gas** player in CEE covering process optimization, organizational redesign, sizing, reporting simplification as well as enhancing decision making culture
- **Vendor due diligence for a major PE firm** in CEE looking to sell one of its assets in the Retail industry
- **Pre and post merger integration of two banks in Romania** incl. project mentoring for a portfolio of 8 projects (business, finance, operations), synergies calculation, budget development and monitoring
- **Value, need & behavior customer segmentation** for two leading financial institutions and one large utility in Romania; incl. recommendations for sales and service models, as well as organizational implications
- **Core broker related processes optimization** for an international insurer in Romania with focus on enhancing customer experience
- **Credit cards sales growth strategy** incl. business and operating model redesign for a leading bank
- **Organizational re-design** for an international bank in Romania (focus on Head Office operations and processes)
- Study on **strategic perspectives of the Romanian energy sector** (incl. merit order modeling, cost of entry by technology)
- Analysis of the **impact of energy prices liberalization on customers' consumption and behavior** (households, SMEs)

■ **Education**

- Master in International Management (CEMS double degree)
- B.Sc. Finance and Economics

Vienna University of Business and Economics/
Rotterdam School of Management
Academy of Economic Studies, Bucharest

■ **Language skills**

- Romanian (native), English (fluent), Spanish (intermediate)