

Serban Stoica

Senior Business Analyst, Bucharest



■ Area of expertise

- Functional: Market Entry Strategy, Post-Merger Strategy, Cost Benefit Analysis, Cost Reduction, Forecasting, Project Management,, Sales & Operations Planning & Profitability Mergers & Acquisitions, Supply Chain Management
- Industry: Telecom, Information Technology, Oil & Gas, Financial Services, Retail, Automotive, Waste Management

■ Selected experience (More than 7 years industry and consulting experience)

- Strategy, business case and processes / organization, including potential partnership options for a regional utility provider looking to enter in the optical fiber business
- Post-merger integration strategy for a leading international retail player acquiring 100% of a competitor on the Romanian market
- Strategy development for upstream division of leading Oil&Gas player in Europe (incl. improved recovery, portfolio optimization, exploration, international growth and operations improvement)
- Post-merger integration strategy for a large retail player, including
- Reorganization of G&A functions for leading Oil&Gas player in Europe covering process optimization, organizational redesign, sizing, reporting simplification as well as enhancing decision making culture
- Mass-market segmentation and retail business model transformation for a large bank in Eastern Europe
- Global market intelligence study for a leading player on the CEP market
- Operational and Financial restructuring for a leading waste management company
- M&A advisory and post-merger strategy for an international agricultural machinery producer

■ Language skills

- Romanian (native), English (proficient), French (intermediate), Italian (basic)