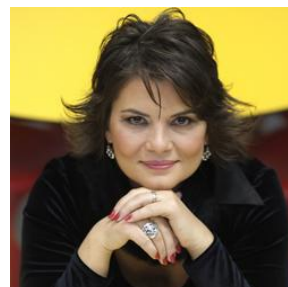


Alexandra Gatej

Executive Director of Maldon & Wat



Work experience	
Dates	March 2011 - present
Position held	Executive Director, Maldon&Wat
Main activities and responsibilities	Managing company portfolio projects in energy and FMGC Senior industry Adviser for Balkans for EBRD Maldon&Wat, Bucharest, 59 Aviatorilor Bld., 1 st floor, Sector 1
Name and address of employer	Business Advisory
Type of business sector	
Dates	July 2009 – December 2010
Position held	Advisor to the President of Romania for Internal and International Business Environment - Minister rank
Main activities and responsibilities	Setting the agenda of the President of Romania concerning the interaction with the business environment, present and potential investors; risk and opportunity analysis on economic laws; macroeconomic analysis; assisting/preparing the President of Romania in international visits
Name and address of employer	The President of Romania Office, Cotroceni Palace, Geniului Bd.1-3, 060116, Bucharest, Romania
Type of business/sector	Public Administration
Dates	May 2009 - July 2009
Position held	Business Development Director for Unilever Central and Eastern Europe
Main activities and responsibilities	Identifying new growth opportunities for South Balkans region for Unilever; screening potential acquisition targets in FMCG
Name and address of employer	Unilever South Central Europe, Baneasa Business Park 42-44 Bucuresti-Ploiesti St, 013696, Bucharest, Romania
Type of business/ sector	FMCG
Dates	November 2005 - May 2009
Position held	Chairman Unilever South Central Europe
Main activities and responsibilities	P&L responsibility, governance and co-ordination of activities for Unilever in: Romania, Bulgaria, Moldova, Macedonia, Kosovo, Albania, Serbia; Member of the Regional Board of Directors for Unilever Central and Eastern Europe; Leader of the South Central Europe management team; responsible for 2 acquisitions in the region; responsible for relocation of three production facilities - in Romania and Bulgaria - and the creation of one integrated production and logistic facility to serve the region; driving the integration of Romania in EU in 2007 and the consequences for the company; doubling the business turnover from 100 m in 2005 to 210 m in 2009
Name and address of employer	Unilever South Central Europe, Baneasa Business Park 42-44 Bucuresti-Ploiesti St, 013696, Bucharest, Romania

Type of business/ sector	FMCG
Dates	2003 - 2005
Position held	Marketing Director Home&Personal Care Unilever South Central Europe
Main activities and responsibilities	Divisional P&L responsibility for the South Central Europe region (see above); mainly designing and implementing the innovation plan and strategy for the following divisions: detergents, deodorants, personal care,shampoos,fragrances, household cleaners; leader of the divisional regional management team and member of the peer group steering board for Central and Eastern Europe
Name and address of employer	Unilever South Central Europe,Baneasa Business Park 42-44 Bucuresti-Ploiesti St,013696,Bucharest,Romania
Type of business/ sector	FMCG
Dates	2000 - 2003
Position held	Regional Marketing Manager Personal Care for Central and Eastern Europe based in Czech Republik
Main activities and responsibilities	Designing the regional innovation agenda for Personal Care division in Central and Eastern Europe with focus on Russia, Poland, Hungary, Czech Republik and Romania; part of Unilever Global Development Team for Deodorants and Oral care; responsible for the delivery to countries of the annual innovation plan for CEE as triggered from the global funnel
Name and address of employer	Unilever Czech Republik
Type of business/ sector	FMCG
Dates	1997 - 2000
Position held	Marketing Manager Deodorants/Hair for Unilever Italy, based in Milan, Italy
Main activities and responsibilities	P&L responsibility for the two categories for Italy; co-ordination of the marketing and sales team to deliver the company strategy objectives
Name and address of employer	Unilever Italy
Type of business/ sector	FMCG
Dates	1996 - 1997
Position held	Marketing Manager Personal Wash for Unilever Romania
Main activities and responsibilities	Designing and implementing the consumer research findings; launching Dove in Romania; executing the advertising strategy for the division and negotiating promotional budgets; setting the promotional plan and activities; launching Lifebuoy soap in Romania following the company strategy
Name and address of employer	Unilever South Central Europe,Baneasa Business Park 42-44 Bucuresti-Ploiesti St,013696,Bucharest,Romania
Type of business/ sector	FMCG
Dates	1989 - 1996
Position held	Export Manager, Tirgu Mures Leather and Garments Factory, Romania

Export Director, Leather Factory Sebes, Romania
Office Manager, Radio Free Europe, Bucharest, Romania

Professional Organisations
 President of The American Chamber of Commerce in Romania, 2008 – 2009, 2011 - 2012
 Member of the Board of The American Chamber of Commerce in Romania, 2006 - 2008
 Founding Member and Member of the Board of Aspen Institute Romania, 2008 - present
 Member of the Board of the Romanian Association of FMCG companies, Romania, 2004 - 2009
 Member of the management Board of the American School in Bucharest , 2008 - 2009
 Member of YPO organisation, Romania Chapter, 2008 - present

Professional Distinctions
 Knight of the “Romania Star” Order, 2009
 Business Woman of the Year Award, Romania, 2006

Education and training

Dates 1984 - 1989
Title of qualification awarded MD Cybernetics, graduate of the Academy of Economic Sciences, Bucharest, Romania
Dates 2008
Title of qualification awarded Graduate Executive Management Programme, Wharton University, US
Dates 2009
Title of qualification awarded Leading, Innovating and Negotiating Programme, Harvard Kennedy School, Athens, Greece
Dates International Visitors Programme in the US, invited by the US Department of State
 2007 - 2008
Dates The Aspen Method, Aspen, Colorado, US
 1995 - 2009
 Intra and extra based Unilever trainings with focus on: Finance, Marketing, Brand development, Innovation, Negotiation, Leadership, Management, M&A

Personal skills and competences

Mother tongue Romanian

Self-assessment

		Understanding		Speaking		Writing
		Listening	Reading	Spoken interaction	Spoken production	
English	very good	very good	very good	very good	very good	very good
Italian	very good	very good	good	good	poor	poor
French	good	fair	fair	poor	poor	poor

German	poor	poor	poor	poor	poor
--------	------	------	------	------	------

Organisational skills and competences | Evaluated high and above peers at: Leadership, ability to implement given objectives, empathy and overall management skills

References | Dave Lewis, Head of Unilever Americas, Unilever, UK