

Europass Curriculum Vitae

Personal information

First name(s) / Surname(s) **Ioana Raluca Stoenescu**

Address

Telephone(s)

+ [REDACTED]

Mobile

+ [REDACTED]

E-mail(s)

[REDACTED]

Nationality

Romanian

Date of birth

[REDACTED]

Gender

Female



Work experience

Dates

Dec 2017 → present

Occupation or position held

Government Affairs Manager

Name and address of employer

Main activities and responsibilities

BASIC FUNCTION OF POSITION

Contributes to the achievement of the company's goals and strategies by:

- Participating in the development of medium to long-term Gov. Affairs strategies which ensure that no major gaps exist in the company's access strategies and tactics for company therapies.
- Supporting and implementing government affairs and public policies efforts with governments, professional societies and within company.

MAJOR DUTIES AND RESPONSABILITIES:

- Contributes to expanding company's involvement in government and public affairs development, ensuring that plans and processes are implemented to meet company's future needs.
- Develops and implements Gov. Affairs strategic plans, including developing value arguments, supporting pricing strategies, and supporting health economic modelling! analyses.
- Engages with senior decision makers in order to improve reimbursement, access and funding for public health (incl. stakeholders such as Parliament, Government, business environment, industry associations, civil society etc.)
- Works with professionals and policy makers to develop government policy and industry positions
- Engages with the government regarding health economics and pricing
- Develops and maintains appropriate intelligence gathering on healthcare reform

Dates

November 2016 → Dec 2017

Occupation or position held

Marketing Specialist

Name and address of employer

American Embassy - United States Department of Agriculture (USDA) – Foreign Agricultural Service (FAS)
Bucharest (Romania)

Main activities and responsibilities

BASIC FUNCTION OF POSITION

Serves as an experienced principal advisor to U.S. Attaché and staff in planning, organizing, supervising and monitoring an annual program of activities design to achieve maximum commercial exposure for U.S. products in Romania. Designs strategy and implements market access programs in Romania and supports wider EU-oriented marketing programs.

MAJOR DUTIES AND RESPONSABILITIES:

Researching, Advising, Planning and Reporting – Works with government and private sector offices for meeting U.S. agricultural marketing objectives. Researches, analyses and identifies trade opportunities by studying local laws and regulations, government and trade publications, scientific journals and other marketing and policy materials. Assists Ag Attaché and others in developing and implementing strategies addressing Romanian and EU marketing constraints. Includes helping U.S. trade associations develop market access strategy for controversial and niche products. Develops relationships with other U.S. government agencies to identify opportunities for strategic partnerships. Researches, prepares and publishes a series of reports describing the market opportunities present in Romania and for the EU for the overall market, significant subsectors and specific commodities. Responsible for the annual marketing budget preparation and reporting including: crafting strategy and activity proposal development, cost estimates, payment processing and final budget reports. Furthermore, responsible for coordinating and implementing regional marketing access programs and other innovative marketing programs from various funding sources.

U.S. Gov't Official and Exporter assistance - Develop and maintain a wide range of senior level and CEO contacts with public and private sector officials, including business houses, wholesalers, retailers, consumers, the news media, food critics and groups concerned with food quality. Reviews communications regarding USDA and other official visitors and private sector representatives and when necessary recommends setting up meetings.

Dates	May 2014 → November 2016
Occupation or position held	Commercial Specialist
Name and address of employer	American Embassy - United States Department of Commerce (US DOC) – Foreign Commercial Service (FCS) Bucharest (Romania)
Main activities and responsibilities	BASIC FUNCTION OF POSITION Plans, organizes and administers programs to facilitate the marketing of U.S. products. Promotes export of U.S. goods and services to Romania by providing business counselling, market research, matchmaking services, advocacy support and the full range of Commercial Service programs and services to U.S. business clients. Develops and maintains high level of expertise in a targeted group of industrial and service sectors as assigned, at least two of which are of very high complexity and are priority sectors as defined by the U.S. Commercial Service (pharma and medical devices sectors). Working independently, with minimal supervision by supervisor (Senior Commercial Officer), develops strategies for companies looking to enter the global marketplace and assists U.S. firms to export to Romania by counseling on business climate and opportunities, locating buyers, agents/distributors for their products, and developing a market entry strategy. Advocates for U.S. firms with Romanian government officials. Assists Romanian firms to locate U.S. suppliers and develops a marketing strategy. Initiates, plans, organize and implements trade events and trade missions. Supports and advises U.S. trade missions to Romania by identifying Romanian buyers, agents, distributors or representatives, and supports and advises Romanian buying missions to the U.S. Analyzes market trends and prepares reports in standard business English involving assigned industry sectors for publication in Department of Commerce market research database, which is disseminated widely to U.S. firms. Maintains a wide range of contacts with key business representatives and with officials in relevant ministries of the Romanian government, up to and including the level of Minister. Investigates trade complaints in assigned industries and works to resolve them. Promotes and conducts U.S. Commercial
Dates	6 Aug 2007 → May 2014
Occupation or position held	Agricultural Marketing Assistant
Name and address of employer	United States Department of Agriculture (USDA) – Foreign Agricultural Service (FAS)- American Embassy

	Bucharest (Romania)
Main activities and responsibilities	<p>BASIC FUNCTION OF POSITION</p> <p>Performs a variety of duties related to marketing and administrative reporting, budgeting, procurement and implementation of U.S. agricultural activities in the host country.</p> <p>Coordinates independently with other Embassy sections and trade contacts to collect and prepare of information for the completion of required administrative reports. Intervenes directly with mid-level officials in the Romanian government to resolve specific problems for U.S. exporters. Responsible for marketing activity reports, for tracking expenditures of funds and coordinating expenditures. As FAS performs its own financial budgeting and planning, the incumbent is fully responsible for preparation of the office's annual financial plan, the general budget (GA), and the marketing budget (CSSF); for keeping track of all office expenditures and makes analysis. The incumbent is responsible for planning and implementing FAS market development activities such as trade events and trade shows, trade team visits and buyers' missions, seminars and conferences connected to expansion of U.S. exports to Romania. Responds to trade inquiries from U.S. exporters and local importers, provides market advice to U.S. and local trade contacts and market information to U.S. exporters. The incumbent works regionally on special marketing projects as directed.</p>
Dates	1 Apr 2002 - 5 Aug 2007
Occupation or position held	AH Consultant (Sales, Regulatory, Marketing)
Name and address of employer	Eli Lilly & Co. - AH Division – ELANCO Bucharest (Romania)
Main activities and responsibilities	<p>BASIC FUNCTION OF POSITION</p> <p>Territory management: Customer relations, market research, market knowledge. Sales & Marketing: Achieve action plan, demand creation, co-ordinate with distributor sales force, Communication/Administration: Forecast and supply, monthly reports about work progress, work plans, customer-competition and market info. Registration activity: Develop and maintain relations with local authorities for product registration. Update documents and submit dossiers to obtain new product registration and re-registration of products already on the market.</p>
Education and training	
Dates	Oct 04 - Mar 06
Title of qualification awarded	MASTER
Principal subjects / occupational skills covered	Master in International Management and Marketing
Name and type of organisation providing education and training	Management Faculty Economic Science Academy of Bucharest, Romania
Level in national or international classification	MBA
Dates	Oct 96 - Jun 02
Title of qualification awarded	Bachelor degree - Veterinarian
Principal subjects / occupational skills covered	Veterinary Medicine
Name and type of organisation providing education and training	Veterinary Faculty Agronomical Science University
Level in national or international classification	Bachelor degree
Dates	Sep 92 - Jun 96
Title of qualification awarded	IT degree

Principal subjects / occupational skills covered

Name and type of organisation providing education and training

Level in national or international classification

Computer Science

Computer Science High school - IT Specialty
Bucharest (Romania)

High school degree

Personal skills and competences

Other language(s)

Self-assessment
European level ()*

English

Spanish / Castilian

French

Italian

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
A1	Basic User	A1	Basic User	A1	Basic User	-	-	-	-
A1	Basic User	A1	Basic User	A1	Basic User	A1	Basic User	-	-
A1	Basic User	A1	Basic User	A1	Basic User	A1	Basic User	A1	Basic User

(*) [Common European Framework of Reference \(CEF\) level](#)

Social skills and competences

Good communication skills, proactive person, self-consciousness, team work

Organisational skills and competences

Experience in working with public authorities (mid-high level), associations and media
Experience in customer relationships
Experience in research, reporting, logistics (forecast, supply), stock management

Technical skills and competences

Implementation of company campaigns
Market analysis, Project management

Computer skills and competences

IT degree (EXCEL, Word, Windows, Internet Explorer)

Driving licence(s)

B

Additional information

On-going projects

Roundtable on retail legislation with authorities (in partnership with AmCham)- Sept 2017
Conference/workshops – partnership - BoFest - spring 2018
Other smaller projects – advocating for US products
Conference/Meeting with US association in FMCG – Sept 2017, Dublin, IR

Publications:

Country Commercial Guide – Romania – updated annually
FAS USDA GAIN Reports – public reports - examples below:
RO 1703 - Retail Food Sector Report – published on February 10, 2017
RO 1705 - Hotel Restaurant and Institutional Food Service Romania – published on March 16, 2017
RO 1706 - FAS Bucharest supports leading importer of U.S. dried fruits and nuts – published on March 23, 2017
RO 1015 - American Beef and Wine - Tasting Event – published on Oct. 5, 2011
RO 0003 - Romanian Retail Market Analysis – published on March 22, 2010
RO 8019 - Sanitary/Phytosanitary/Food Safety - Contaminated Dioxin Pork Meat reached Romania – published on December 12, 2008
RO 8015 – FAIRS Export Certificate Report – published on September 26, 2008
RO 8014 - FAIRS Country report – published on August 29, 2008

RO 8010 – Organic Agriculture in Romania / Organic products – published on July 2, 2008
RO 8009 – Wine Market Overview – published on July 2, 2008
RO 8001 - Sanitary/Phytosanitary/Food Safety - Avian Influenza (AI) – Outbreak eradication – published on January 8, 2008
RO 7015 - Sanitary/Phytosanitary/Food Safety - Avian Influenza (AI) outbreak confirmed in Romania – published on November 30, 2007
RO 7010 – FAIRS Export Certificate Report – published on October 26, 2007
RO 7004 - FAIRS Country report – published on August 10, 2007

Trainings

2015 – Commercial Tradecraft – Washington FSI Centre
2008 – Creating a Marketing Campaign (USDA)
2008 – Analysing the Market (USDA)
2007 – Civil Rights: Recognizing and Preventing Reprisal (USDA)
2007 – Civil Rights: Reasonable Accommodation Training (USDA)
2006 - Message Management Model (4 Disciplines of Execution)
2005 - Insights Training
2004 - Effective Partnership Selling
2003 - Presentation Skills training
2002 - 7 Habits of Highly Effective People