

George VASCAN



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Consulting Projects

- Strategic Assignments – FMCG, Pharma , Non-Profit Organizations
- Multiple Blue Ocean Strategy assignments - Telecom, Pharma, Hospitality, FMCG,
- Crises Strategy Formulation – Airline

- Organization Design Assignment - FMCG, Transport , Banking
- Customer Assignment- Hotel
- Execution Project Assignment - FMCG

- Strategic Sales Reporting Assignment – Telecom
- Raised \$1m in Silicon Valley - Medical Device, Switzerland
- Board Retreats – Strategy Seminars at Amcham

Relevant Experience:

- 5 years in strategy consulting . Interim roles as GM.
- 4 years **HBO Central Europe** - General Manager Romania, Bulgaria & Moldova
- 7 years **BAT** - Trade Marketing & Distribution senior roles
- 1 year **RTC Holding** - Product Marketing
- 3 start-ups. One successfully sold.

Functional Focus

- Growth Strategy, Organization Design, Project Management

Industry/Sector focus

- FMCG, Pharma , Banking, Media, Telecom, Manufacturing

Education

- MBA, IMD Lausanne, Switzerland - 2009
- Certified ‘Blue Ocean Strategy” Practitioner, INSEAD, France - 2008
- PED, IMD Lausanne, Switzerland - 2007

- ASEBUSS certificate, Leadership Excellence, Romania -2003
- Business Certificate, IROFAI, Romania-1997
- BSc Polytechnic University, Electronic & Telecom, Bucharest -1995

- Fluent – English/ Conversational - French, Bulgarian (Intermediary)