

ALEXANDRU GHITA

CONTACT DETAILS

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PROFILE SUMMARY: Entrepreneurial mindset, with expertise in financial and strategic planning, project structuring, operational efficiency initiatives and cross functional team leadership.

PROFESSIONAL EXPERIENCE

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|-------------|--|---------|
| 2004 – 2010 | EDUCATIVA Group Romania's first business development platform in the education industry PRESIDENT <ul style="list-style-type: none">Developed the business concept and established the company as the leader in its niche marketBuilt and led a team of 10 full-time and part time associates + more than 170 volunteers40% Revenue CAGR (€40,000 → €250,000); 34% average EBITDA for the past five yearsDeveloped client relationships with 200+ higher education institutions from 20 countriesSecured partnerships with major international educational organizations (British Council, CampusFrance, DAAD)Designed and launched innovative educational products and services, among which 2 international educational fairs with 60,000+ paying visitors; the largest study-abroad counselling service with more than 500 admitted applicants | Romania |
| 2003 – 2004 | Ieba Trust Brokerage company (15 employees) HEAD OF THE FINANCIAL RESEARCH & ANALYSIS DEPARTMENT <ul style="list-style-type: none">Provided equity research and investment recommendation to high net-worth clientsParticipated in the early stages of an IPO preparation for a consulting clientDeveloped and produced the first Research & Analysis products of the company: weekly market overview report, client customized daily market report, portfolio tracker | Romania |
| 2001 - 2003 | Gregory's Romania 2 nd largest fast-food network in Romania, with 200+ employees | Romania |
| 2002 - 2003 | FINANCIAL MANAGER (youngest executive officer in the organization) <ul style="list-style-type: none">Built the financial model for a business plan requiring investments of \$800,000 to expand the network of retail points (3 to 9 outlets); The successful implementation of the project increased the income of the company by 190%Championed and coordinated implementation of an ERP system (Sales, Production, Accounting, Finance, Payroll)Managed cash-flow for a \$2,500,000 annual budgetLed the Financial Department (4 employees + external service providers) | |
| 2001 - 2002 | FINANCIAL OFFICER <ul style="list-style-type: none">Developed budgeting and financial analysis modelAutomated data processing from daily treasury operationsManaged the financial reporting of the company on the basis of IFRSReduced telecom costs by 50% and administrative labour costs by 30% | |
| 1999 - 2001 | Romanian Association of Debates, Oratory and Rhetoric (A.R.D.O.R) Largest NGO in Romania providing educational services for a community of 10,000+ individuals | Romania |
| 2000 - 2001 | FINANCIAL ASSISTANT OF THE EXECUTIVE DIRECTOR <ul style="list-style-type: none">Concluded fundraising of more than \$100,000 from US, European and Romanian organizationsInstituted the first financial procedures for operational & project budgeting processes | |
| 1999 - 2000 | REGIONAL MANAGER <ul style="list-style-type: none">Tripled regional budget from \$20,000 to \$60,000; Expanded the debate clubs network from 6 to 22Planned and organized 30+ self-supporting debate tournaments & trainings (40 – 200 people/event) | |

EDUCATION

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|----------------|---|--------------------|
| Jan – Dec 2009 | INSEAD, MBA Programme, Class of December 2009 - Awarded INSEAD Alumni Fund (IAF) Diversity Scholarship and Dinu Patriciu Foundation Scholarship - VP of INSEAD Entrepreneurship Club (IEC); Member of INSEAD Rugby Football Club | France / Singapore |
| 1999 - 2003 | Romanian Academy of Economic Studies, BA in Business Administration - Graduation thesis on "Best practices of ERP systems implementation" | Romania |
| 2001 | IEBA Consulting, Advanced Management Training | Romania |

OTHER EXPERIENCE

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|-------------|--|----------------|
| Summer 2009 | SDEA - Sarah Dodds Enterprise Accelerator INTERN / CONSULTANT (7 weeks) with Unpackaged <ul style="list-style-type: none">Built a financial analysis model standardizing tracking and evaluation of monthly KPIsDeveloped and started implementation of an action plan to immediately increase asset utilization & profitabilityStructured a medium & long term strategy to expand the business | United Kingdom |
| 1995 - 2008 | Romanian Debate Program / A.R.D.O.R Debater (1995–2002) / National Champion (1998, 2002) / International Champion (1997); Adjudicator (1999–2007); Trainer (2000–2003); Member of the Board of Directors (2005–2008) | Romania |

LANGUAGES

English (Fluent), French (Practical - Under study), Italian (Practical), Romanian (Native)

PERSONAL INTERESTS

- Biographies of historical leaders, Personal development literature
- Sports: rugby, squash, snowboarding