

# Bogdan Popescu

---

Management executive having over 25 years of experience, with solid background in commercial and operational activities, across oil&gas, wholesale, agri business and IT industries. Over 15 years with Shell, 5 years with METRO and currently more than 4 years with Microsoft, I have worked in 4 countries, leading culturally diverse teams and being in charge with various operations, the biggest having more than 2 billion USD PA turnover and operational annual budgets exceeding 30 mln Euro.

## WORK EXPERIENCE

- |          |   |                           |
|----------|---|---------------------------|
| Dec 2018 | <b>Microsoft Central Eastern Europe</b>   | <b>Bucharest, Romania</b> |
| Present  | <b>Sales Excellence Director Enterprise Commercial CEE</b>  |                           |
|          | <i>With operations in more than 30 countries Microsoft address the needs of over 300 big customers that run complex operations not only in CEE but worldwide.</i>   |                           |
|          | <i>Addressing the daily complex challenges of the operation, working with the teams across such a vast region (31 countries, from Estonia to Greece and from Czech republic to Russia and Mongolia) and being able to support and enable the generation of significant growths opportunities, is what motivates me in the current role.</i>   |                           |
| Jan 2017 | <b>Microsoft Romania</b>  | <b>Bucharest, Romania</b> |
| Nov2017  | <b>Marketing&amp;Operations Director</b>  |                           |
|          | <i>Leading the marketing activities of Microsoft in Romania, product lines commercial development, customer engagements, representing company in industry events, engaging with political and regulatory stakeholders of the Romanian IT ecosystem, coordinating the implementation of company's global strategy regarding products, customers and partners and providing a complete synopsis of the internal stakeholders (Area&amp;Corp).</i> |                           |
| Sep 2014 | <b>Ameropa SA</b>   | <b>Constanta, Romania</b> |
| Sep 2015 | <b>General Manager</b>  |                           |
|          | <i>Leading&amp;managing Ameropa Grains (www.ameropa.com) operations (import and sales of agri input, sales and export of grains), 224 employees , 13 locations, a fleet of 24 trucks, export of 2 mil tones PA (500 kt PA on road transport), turnover of 500 mln Euro PA</i>   |                           |
| Jan 2012 | <b>Metro Cash&amp;Carry Bulgaria</b>  | <b>Sofia, Bulgaria</b>    |
| Aug 2014 | <b>Head of Store Operations</b>   |                           |
|          | <i>Coordination of Metro C&amp;C Bulgaria stores sales operations: 14 stores, 2000 employees, annual sales of 330mEuro, operational budget of 20 mil Euro PA</i>  |                           |
| Jul 2009 | <b>Metro Cash&amp;Carry Romania</b>   | <b>Bucharest, Romania</b> |
| Jan 2012 | <b>Head of Strategic Projects Management</b>  |                           |
|          | <i>Promoted Regional (Easern Europe) Project Coordinator in April 2010</i>  |                           |
|          | <i>Leading the implementation of MCC Romania strategic projects, following the economic crisis debut and the urgent need for radical transformation of the company towards a customer oriented sales</i>  |                           |

organization, in the context of tougher competition, consumer life style changes and pressure on the economic indicators.

Aug 2007	<b>Shell Spain</b>	<b>Madrid, Spain</b>
Aug 2008	<b>Global Supply &amp; Portfolio Manager in Shell Marine Products</b> (SMP represents the global managerial structure of Royal/Dutch Shell Group of Companies in charge with oil product sales to the worldwide marine industry)	
	<i>Managing a virtual global team of 3 Regional Portfolio Managers (located in Johannesburg for Middle East, Africa and Med region, Rio de Janeiro for Americas and Melbourne for Asia Pacific) and retaining the direct responsibilities for Portfolio in Europe. The team was supervising all the fuels supply and portfolio activities – with direct involvement in M&amp;A activities, divestment and market entries activities, as well as coordination of certain global initiatives and projects</i>	
Aug 2004	<b>Shell Nederland Verkoopmaatschappij BV</b>	<b>Rotterdam, The Netherlands</b>
Aug 2007	<b>Marine Center “Benelux UK” General Manager</b>	
	<i>Managing all marine fuels and lubricants businesses (part of Shell Marine Products marketing company) in The Netherlands, Belgium and UK . The new structure was created from the merger of two separate business teams: Fuels Hub Team (dealing with fuel oil sales, taken over in Aug 2004) and MC Benelux UK (dealing with marine lubricants and marine gas oil sales, taken over in Jan 2005). Business size: turnover of 2 billion USD P.A., yearly sales of 4 MTPA (million metric tones per annum) of fuel &amp; 22000 mt of lubricants, handling of 2000 (lubes) SKU, delivery in 600 points across the globe to more than 1000 individual customers (ships).</i>	
Jun 2001	<b>Shell Nederland Verkoopmaatschappij BV</b>	<b>Rotterdam, The Netherlands</b>
Jul 2004	<b>SMP Global Supply and Logistic Manager</b>	
	<i>Providing necessary assistance and guidance for the regional structures of Shell Marine Products (SMP) (Marine Centers and Fuels Hubs) in all areas related with fuels Supply Chain (such as supply and logistic contracts, logistic arrangements, supply chain configurations redesign, current operational issues, etc). I was also a member of a dedicated M&amp;A team created within the Portfolio department for a specific M&amp;A project.</i>	
Jan 1997	<b>Shell Romania</b>	<b>Bucharest, Romania</b>
May 2001	<b>Manufacturing, Supply &amp; Distribution (MSD) Manager</b>	
	<i>Promoted Shell Romania management team member (Company Director) in July 1999</i>	
	<i>Developing and managing a full Supply and Distribution Structure (7 company staff + 80 contracted staff, 250 kt of fuels PA, import, supply, distribution and sales activities for all Shell fuels in Romania)</i>	
Jul 1993	<b>Shell Romania</b>	<b>Bucharest, Romania</b>
Dec 1996	<b>Supply&amp;Distribution Supervisor</b>	
	<i>Organizing and developing the fuels supply chain in Romania for serving the newly developed retail stations network.</i>	

## EDUCATION

**2001- Asebuss (Institute for Business and Public Administration)** **Bucharest, Romania**  
MBA Program

**1998 - SNSPA (National School of Political and Administrative Studies)** **Bucharest, Romania**  
Post university degree in Political science

**1996 - University of Bucharest** **Bucharest, Romania**  
Masters' degree in law

**1993 - Bucharest Polytechnic Institute** **Bucharest, Romania**  
Masters' degree in Engineering (aircraft engines). Graduated the 2nd in the class

## QUALIFICATIONS

Languages: Romanian (native), English (fluent), Spanish (intermediate), Russian (beginner)  
Graduated Shell Global Business Leadership Program 2006-2007 (London, Lausanne)

## SPECIFIC TRAININGS

1996 - Crisis and emergency situations management course - external training (Royal Fire Institute , Morton in Marsh, UK)

1998- Shell leadership - company training, Soestduinen, The Netherlands

2003 - Trading risk management - external training, Cambridge, UK

2006/2007 - Shell Global Leadership Program

2012 - Complex business topics, Positive Power of Influence, Effective Team Management, Prague, Czech Republic

2019 - PROSCI - Fundamentals of Change management

2020 - Coaching - Microsoft Super Coach program

## PERSONAL INTERESTS

Sports, history, aeronautics (have a PPL), motorcycles, travel