



# adina hanza

DEPUTY CEO - ROCA AGRI RDF

Bucharest

## Contact information

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Email:

Phone no:

City:

## Professional experience

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Experience by department

Management: 17 years 7 months

Marketing: 7 months

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May 2023 - present 4 months

**DEPUTY CEO - ROCA AGRI RDF**

Bucharest | Management | Agriculture

Establishing, implementing and coordinating the development strategy of the holding together with the team in the holding as well as the teams in the 6 companies

Acquired skills and competences:

Management, Business development

May 2021 - May 2023  
May 2021 - 2023  
2 years 1 month

**Deputy CEO - RDF SA**

Arad | Management | Agriculture

**Acquired skills and competences:**

Leadership, Management, Team Management, Business development

May 2020 - May 2021

1 year 1 month

**Operating Officer - RDF**

Arad | Management | Agriculture

Established development strategy

Strategy and business plan implementation

Nov 2019 - May 2020

7 months

**Project manager - Expo Design System**

BVE analysis, forecast vs actual  
coordination of market research teams  
Arad | Marketing | Advertising / Marketing / PR  
Internal audit, etc

Project management from contracting, design, construction, implementation to final participation in international fairs

**Sep 2016 - Oct 2019**

3 years 2 months

**executive manager - WMG**

Arad | Management | Advertising/ Marketing / PR

Coordination of sales, legal, accounting, creative, production departments

Negotiation of customer and supplier contracts

Cash flow monitoring

Public authority relations maintenance

Ensuring production flow

Acquired skills and competences:

Corel, Office

**Apr 2005 - Apr 2016**

11 years 1 month

**marketing manager - LR**

Arad | Management | Advertising/ Marketing / PR

Management of sales, production and development departments

Customer portfolio development

Negotiation of customer and supplier contracts

Outdoor and indoor network development

Obtaining authorizations and urban planning certificates necessary to develop the outdoor and indoor portfolio

Coordination of atl and btl campaigns

## EDUCATION

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**2021 - 2021**

**Masters - University of Agronomic Sciences Bucharest**

Masterclass in business of agriculture | Bucharest

**2010 - 2013**

**Faculty - universitatea de vest**

economics | Arad

**1997 - 2001**

**Faculty - Universitatea de vest**

Law | Arad

## Skills

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**General skills**

Good analytical skills, Ability to mediate conflicts, Coordination and organizational skills, Adaptability and flexibility, Ability to multitask, Proactive, Positive attitude, Perseverance, Technical knowledge, Permits and authorizations

## Foreign languages

**English:** Intermediate

## Other information

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### Certifications

**internal auditor**

obtained in May  
2020

### Driver's licence **B** category

obtained in 7 Jan 1999