



# RALUCA MIHAILĂ

## WORK PHILOSOPHY

Always wear a smile  
 Expect the best, prepare for the worst  
 Try, fail, get up, learn, adjust, start over  
 Fairness beats profit. Resources beat results  
 A shake of hands is stronger than any contract  
 Challenge patterns & clichés through borderless creativity

## PROFESSIONAL SKILLS

360° Marketing  
 Complex Loyalty Programs strategist  
 Managerial and Organizational Knowledge  
 Dispute and Conflict Resolution  
 Employer branding  
 Negotiation, Purchase, Sales

## + 16 YEARS OF WORK EXPERIENCE

### OWNER

UTOPIIC BRAIN - Marketing & Creative Boutique | since 2018  
 Shape ideas through advertising, branding, marketing strategies, creative writing & many more | utopicbrain.ro

RALUCA MIHAILA PHOTOGRAPHY  
 storytelling through images | ralucamihaila.ro

### CONTRIBUTOR

HR Manager & Cariere magazines - writing on contemporary topics

### MARKETING DIRECTOR

ANA HOTELS | 2017 - 2018  
 Run the Marketing, PR & Communication for luxury hospitality, SPA & wellness activities from: Bucharest (Athenée Palace Hilton 5\*, Crowne Plaza 4\*), Poiana Brasov (Sport 4\*, Bradul 4\*, Poiana 3\*), Eforie Nord (Europa 4\*)

### MARKETING DIRECTOR

CARREFOUR Group, Supermarkets division Romania | 2016 - 2017  
 Build a new supermarkets strategy, manage the marketing activities for the +250 local stores, coordinate the national Loyalty program and the rebranding from Billa to Carrefour.

REWE Group; BILLA Romania | 2012 - 2016

Market the 86 local stores, run the national loyalty program, manage the PR and 360° communication of the company. I optimized processes, launched the best and most awarded loyalty program in the market, built tactical programs, launched and promoted a local private label, provided support and consultancy to the Board.

### SALES & DEVELOPMENT DIRECTOR

Various companies | 2004 - 2012  
 From managerial positions in Sales and Business development, I coordinated New buying, deployment through retailers of all formats and online sales of over 4.400 SKUs of more than 26 suppliers from USA, EU, India, China & Romania. I also managed the Sales & Marketing for a naturist products store and online platform.

## EDUCATION

### EXECUTIVE MBA

Maastricht School of Management  
 2015-2017

### MEDIATOR

Settler of conflicts through mutual settlement  
 Uzamint | 2015

### MASTER OF SCIENCE, PROJECT MANAGEMENT

The Academy of Economic Studies  
 2006-2008

### BACHELOR, ECONOMICS

The Academy of Economic Studies  
 2002-2006

### 3 INTERNATIONAL SUMMER SCHOOLS, ECONOMICS

Vienna (2005), Prague (2006), Split (2008)

## ALTERNATIVE EDUCATION & RESEARCH

### 2 PUBLISHED BOOKS

Mindful.less - the corporate mindset that dismisses affordable talents.  
 Sp.lit Personality - how life gets in the way of living

### 3 PUBLISHED ACADEMIC PAPERS on:

Introverts' specificities within professional working environments  
 Economics of crisis & crisis of Economics  
 Pressure groups, interest groups & Lobby strategies

LEAN Six Sigma - Green Belt

VUCA - leading contexts of Volatility, Uncertainty, Complexity, Ambiguity

Effectuation - think, act and behave within an entrepreneurial mindset

Emergenetics, Hogan - understanding human typologies

Face reading - matching physiognomies with personalities & behaviour

Voluntary experience (NGO affiliated)