

## EXECUTIVE PROFILE

**MIHAI CRAIU**

**HARVARD BUSINESS SCHOOL Executive MBA, Boston USA, with over 20 years' experience in strategic and entrepreneurial leadership.**

**Strong record of performance in delivering profitable financial results in high-profile organizations; managerial background with international expertise.**

**Superior interpersonal skills, commercially astute and highly capable entrepreneur.**

**AREAS OF EXPERTISE: BUSINESS OPERATIONS MANAGEMENT, NEW BUSINESS, MARKET DEVELOPMENT, TEAM LEADERSHIP, FINANCIAL ANALYSIS, PERFORMANCE MANAGEMENT, PROFIT MAXIMIZATION**

## CAREER CHRONOLOGY

[mediaconsulta.ro](http://mediaconsulta.ro)

**2016-2021, Nisa, France-  
European HQ for-  
[mediaconsulta.co.uk](http://mediaconsulta.co.uk)  
2015-2016, Barcelona, Spain  
2014-2015, London, UK  
2012-2014, Nisa/Monaco,  
France  
2003-2016, Bucharest,  
Romania**

**OWNER / PDG****Media Consulta International, Marketing & Media Consultancy**

Majority stakeholder of the Group – 99%; Managing staff 100+; Business Management; Stakeholders Management, Team Management, Financial management (forecasting, budgets, monitoring, financial analysis and assessment).

**Media and Advertising Agency**

Start-up project, reached top 15 Media agencies; Management of all departments: Research Department; Strategy & Planning Department; Special Events Department; Public Tender Department; Sales Department.

**Media Barter Bank**

Idea/Launch and Development, the only barter deal company in the country, aimed to improve cash flow:

– products and media space barter deals.

**Real Estate Division**

Investment in several office buildings; Project development for Europe (UK, Spain).

[fininvest-usa.com](http://fininvest-usa.com)**FOUNDER /CEO****FinInvest USA, International Consultancy and Management**

Develop international operations (international financial management, media consultancy, real estate Europe region).

**2011-2015**  
**Constanța, Romania**

**[TVdobrogea.ro](http://TVdobrogea.ro)**

**CEO/ MAJORITY SHAREHOLDER**

**TV Dobrogea**, local TV station

Project, Launch, Financing, Team Management, Financial Management, Budgetary Control.

- Acquired in 2015 by a leading international Oil Group, GSP.

**2012-2015**  
**Bucharest, Romania**

**CEO / MAJORITY SHAREHOLDER**

**Television School “Tudor Vornicu”**

Invested in an educational project /training program for audiovisual career pursuers (TV, radio).

Business Management, Communication Management, Financial Management and Budgetary Control.

- Acquired in 2014 by Prima TV Group, top 3 media groups in the country (owner of a national TV station, newspapers and magazine, 2 Radio stations).

**2013-2015**  
**Bucharest, Romania**

**OWNER / PDG**

**EUROPEAN COSMETICS TRADE**

Launch and Management of luxury products e-shop **[myfragrance.ro](http://myfragrance.ro)** from idea to market introduction and development; International stakeholders' management; Project development for Europe.

**2006-2008**  
**Bucharest, Romania**

**SHAREHOLDER/GENERAL MANAGER**

**Financial Week**, top 3 financial magazines

Launch a top financial magazine, oversee revenues, cost control and deliver profit.

**2003-2008**  
**Bucharest, Romania**

**GENERAL MANAGER**

**National Journal**, top 3 national newspaper

**2001-2008**  
**Bucharest, Romania**

**GENERAL MANAGER**

**Antena 1**, local TV station

**2001-2008**  
**Bucharest, Romania**

**ADVERTISING MANAGER**

**Antena 1**, national TV station (top 3)

**1994-1995**  
**Bucharest, Romania**

**SALES MANAGER**

**Pro TV**, leading national TV station

## NOTABLE ACOMPLISHMENTS

- Media agency launch, increased cash flow from start-up income **reached €17M TO in 2012;**
- **Yearly improvements** of the group's financial health / Stable financial standing
  - **Increased Gross Revenues** through new business, trimming costs, payroll expenses
  - **Increased Profitability indicators** (Net Profit Margin and Operating Margin significantly better than industry average)
  - **Improved Solvency and Liquidity Indicators** (Financial Indebtedness, Debt and Interest Coverage)
- Managing staff of **over 470;**
- Budget Management of **over €40M** and increased Readership /Circulation of National Journal **by 300%**
- **Negotiated and contracted FC Barcelona** for a friendly match in Bucharest, in 2012 (reported audience of **over 50K people and financing of over €2M**)
- Negotiated and secured the visits to Bucharest of **Mr. Viscount Etienne Davignon- Chairman of Bilderberg Club; Mikhail Gorbachev, George Friedman- Founder & CEO Stratfor**
- **Launched Financial Week** (idea/financing/operations/management); **reached top 3 financial magazines in 6M.**

## EDUCATION &amp; CREDENTIALS

Executive MBA

**HARVARD BUSINESS SCHOOL**

Masters

**SNSPA Political Studies University**

Business Certificate

**Codecs University Open Business School**

Bachelor's Degree

**ANEFS**

## LANGUAGE

Romanian nationality

Bilingual in English and Spanish, B2 -French.

## REFERENCES

available on request.