

## Viorel Motorniuc

**June 12, 1980**

4/1 M. Sadoveanu street, ap. 186 • Chisinau, 2044, Moldova, Republic, **Tel: +3737 940 05 72**  
motorniuc@gmail.com

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**Languages** Romanian – native  
Russian - fluent  
English – fluent  
French - beginner

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**Experience** **Meringa IQ - Romania**  
**General Manager (CEO)** *February 2022 – November 2023*

- Supervise, coordinate and manage 70 persons' office and sales staff.
- Develop the structure of the company
- Open new showroom locations
- coordinate the launch of new products
- budget planning (yearly, monthly)
- financial planning
- negotiation with main customers

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**Government of Republic of Moldova**  
**Advisor to the Prime Minister** *September 2021 - February 2022*

- Maintain the communication line with the business associations
- Advise the prime minister regarding the Development of the business in Moldova
- Analyze laws and give feedback on the impact on businesses
- Hold the business agenda of the Prime Minister

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**Orhei Vit SRL- Moldova**  
**Commercial Director** *August 2019 – March 2021*

- Supervise, coordinate and manage 161 persons' office and sales staff.
- Supervise and coordinate the local and international markets
- coordinate the launch of new product
- coordinate the sales and marketing teams
- budget planning (yearly, monthly)
- financial planning
- negotiation with main customers and new markets launch

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**Bemol Retail SRL - Moldova**  
**Commercial Director** *December 2018 – August 2019*

- Supervise, coordinate and manage 41 persons' office and sales staff.
- Supervise and coordinate the Bemol Retail shops
- coordinate the launch of new product
- coordinate the sales and marketing teams
- budget planning (yearly, monthly)
- financial planning
- negotiation with suppliers and main customers

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**IPG – Ukraine**  
**National sales Manager Moldova&Romania** *July 2015 – December 2018*

- Supervise, coordinate and manage 120 persons' office and sales staff.
- budget planning (yearly, monthly)
- financial planning
- cost control
- develop the sales and brand recognition in the market
- negotiation with suppliers and key accounts
- supply chain management
- private labels development and launch

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**Franzeluta SA – Moldova**

**Sales& Marketing Director**

MAY 2013 – July 2015

- Supervise, coordinate and manage 101 persons' office and sales staff.
- Supervise and coordinate the Franzeluta retail shops
- coordinate the launch of new product
- coordinate the sales and marketing teams
- budget planning (yearly, monthly)
- financial planning
- develop the sales and brand recognition in the market
- negotiation with suppliers and main customers

**SB TRADE Ltd – Moldova****Commercial Director**

August 2010 – September 2012

- Supervise, coordinate and manage 120 persons' office and sales staff.
- budget planning (yearly, monthly)
- financial planning
- cost control
- develop the sales and brand recognition in the market
- negotiation with suppliers and key accounts
- supply chain management
- private labels development and launch

**Education****Academy of Economic Studies***Masters Degree in Business Administration*

Sep 2005 – July 2006

- **Coursework Includes:** Finance, Marketing, Management

**Academy of Economic Studies***Bachelor of International Economic Affairs*

- **Coursework Includes:** International Trade, Strategic Marketing, Contract Negotiation, other

**Special Training**

Project Management Training - Turkcell Consulting Specialist, Ahmet Taspinar PMP  
 Sales & Distribution Management Training – KPD, Ukraine, Nikolai Dorosciuk

**Awards****Debate**

September 2004 - February 2005

**Team Results**

- 1997 National Champion - Romanian
- 1998 Vice Champion - English
- 1998 Eastern European Countries Championships - Country 2nd place English

**Personal Results**

- 1998 National Best Speaker - Romanian
- 1999 National Best Speaker - Romanian and English
- 1998 Eastern European Countries Championships Borovets, Bulgaria 13th place - English

**Skills**

Microsoft Office, Specialized software 1C,

**Strengths**

Easy learner, Team Player, Result oriented

**Hobbies**Basketball  
Swimming