

Catalina Petrescu  
Buying Manager Dry Food & Non Food Department  
MEGA IMAGE

Catalina Petrescu is Buying Manager Dry Food & Non Food Department for MEGA IMAGE, responsible for developing the assortment, price policy, layout, marketing related to dry & non food categories.

Catalina has worked with Mega Image since 2004, after 3 years experience in another chain of supermarkets and 4 years as Key Account Manager in 2 FMCG multinational companies. During all these years she has thoroughly experienced all facets of the Romanian FMCG market including sales, buying, logistic and marketing.

In Mega Image she started in a new buying team in order to implement Delhaize core values and policies. With her buying team she managed, worked out and implemented several new projects for Mega Image including price baskets monitoring, EDLP, marketing communication tools, Mega Image 10 Years Anniversary, efficient assortment & planograms for stores.

Catalina has graduated the Academy of Economical Study, Faculty of Management.