

Luana Zgavardici
Retailer Services Manager
ACNielsen Romania

As head of the Retailer Services Department, Luana Zgavardici is responsible within ACNielsen Romania for leading the negotiations with all key accounts in Romania, as well as overseeing the delivery of market insights to our retailer clients through ACNielsen dedicated services, such as: Retail Measurement, Spaceman, ShopperTrends, customized research projects, category management, etc.

Luana has over 7 years of experience in FMCG markets, offering support to several local and international manufacturers, in both food and non food categories. During all these years she led several projects like: Spaceman services, Merchandising services, Portfolio optimization services, Pricing services, Range evaluations, etc. For over 3 years she is responsible also for the relationship with Key Accounts, bringing to our retailer clients the deep knowledge of different FMCG industries.

Luana has also worked in the past for Mobifon in marketing dept.

Luana is a graduate of ASE Bucharest, with a major in International Relations.