

## CURRICULUM VITAE

**Name:** Marius Caluian  
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**Phone:** 0721225049  
**Birth Date:** 23<sup>rd</sup> of December 1974  
**Marital Status:** Married

### Studies:

As of Sept05: EMBA with ASEBUS Bucharest in partnership with Kennesaw State University, Atlanta- Georgia  
2002-2003 Master Degree in "Marketing and Business Communication" with Bucharest Economics Academy  
1997 Bachelor in Marketing, Bucharest Economics Academy  
1993- 1997 Bucharest Economics Academy, Trade Faculty, Marketing Specialization

### Foreign Languages

English- fluent  
Italian- beginner

### Attended Training Sessions

MEMRB International and AIMS Romania

- Presentation Skills
- Communication Skills
- Negotiation Skills

### Professional Experience

Since 2003 **MEMRB Retail Tracking Services Romania (multinational company with offices in 30 countries)**

#### Deputy General Manager

- Budget planning and controlling, business development;
- Coordinating 140 employees within four departments;
- Improving the inter-departmental communication;
- Issuing, implementing and executing the internal procedures;
- Handling daily administrative tasks;
- Supporting several regional clients: periodical meetings, data analysis and market trends presentation;
- Analyzing the FMCG market trends in Romania: overall development of the Food/Non-Food/Beverages categories, turnover distribution by channel, main players and brands within the market;
- Coordinating the company image promotion;
- In touch with main retail chains present in Romania.

2000-2003 **MEMRB Retail Tracking Services Romania**

#### Group Account Manager

- Business development;
- Coordinating the Account Executives team;
- Supporting regional and local clients
- Handling of Key Accounts on a day- to- day basis, being responsible for providing clients with the following:
  - (bi)- monthly full reports
  - (bi)- monthly management reports
  - electronic databases
  - (bi)- monthly electronic updates for the databases
  - any other special analysis requested

1998-2000      **MEMRB Retail Tracking Services Romania**

**Account Executive**

- Business development;
- Data Analysis, being responsible for providing clients with the following:
  - Analysis of data through software to understand and explain movements of main parameters related to the major manufacturers and brands
- Periodical Meetings with clients with the purpose of:
  - Identifying problems after report delivery
  - Solving all data issues
  - Following up with the clients

1997- 1998      **Bucharest Ecological University  
University Assistant**

September 1995      **Romanian Open Tennis  
Translator and Protocol Guide**

**Conducted Debates**

March 2004      ***“FMCG Market Development within the off-premise channel in Romania”*** (Magazinul Progresiv Conference in Sinaia)

March 2003      ***“Retail Outlets universe evolution in Romania”*** (Magazinul Progresiv Conference in Sinaia)

April 1997      ***“Business opportunities in Silicon Valley based on marketing strategies”*** (Bucharest Economics Academy, Communications Session)

**Obtained Awards**

1997      Mention at Geographies Olympiad (national phase)

**Other Skills**

- Computer skills (high ability of using MS Office)
- Ability to work under high stress conditions
- Short- term learning capability
- Ability of team- working as well as individually
- Dynamic person, open minded
- Communicative nature