



Victor Armaselu
National Accounts Manager
Ursus Breweries

Victor Armaselu joined the Romanian subsidiary of SABMiller plc., Ursus Breweries (formerly Compania de Bere Romania) in April, 2005, as National Accounts Manager.

Currently, the activity in Ursus Breweries covers the entire area related to Modern Retail market, including international & domestic retail chains and key accounts. The main tasks are based on developing strong customer relationships, specifically negotiating trading terms, leveraging the knowledge base, provide decision support tools – all in order to develop and implement the Ursus Breweries specific market strategy for Modern Retail.

The previous professional activity covered sales & direct marketing, in dealing with major international accounts, with automotive & industrial products (Henkel Romania – Loctite) and premium cars (Volvo Cars).

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