

Cosmin Cosma



Cosmin se descrie ca manager de vanzari, trainer si antreprenor. A devenit fondator si Senior Trainer la Fremem din pasiunea de a impartasi si din credinta ca stapanesti cu adevarat un domeniu de activitate atunci cand stii cum sa ii inveti si pe altii sa fie valorosi in acel domeniu.

Experienta de peste 15 ani in business, precum si varietatea domeniilor in care a lucrat, il ajuta sa exemplifice in cadrul cursurilor diversele concepte si tehnici predate cu intamplari reale, traite in lumea afacerilor. Industriile in care a avut diverse roluri sunt: telecom, banking, marketing si advertising, Cei 10 ani de conducere de echipe ii ofera lui Cosmin o buna cunoastere a situatiilor cotidiene cu care se confrunta atat un profesionist cat si un manager in viata reala.

Cosmin a lucrat timp de 6 ani ca sef de departament in cadrul unor institutii financiare bancare (GE Money, GarantiBank, Volksbank) atat in managementul vanzarilor cat si in cadrul departamentelor de risc/colectare creante.

Anterior acestei perioade de angajat in domeniul bancar, Cosmin a avut o experienta antreprenoriala in cadrul aceleiasi industrii, lansand de la 0 o companie pentru a opera o franciza bancara **ING Bank** in Galati, afacere vanduta cu success in 2007. Cosmin considera cei 2 ani, petrecuti la Galati ca antreprenor, cei mai benefici pentru dezvoltarea sa ca profesionist in business si cu un impact major in dezvoltarea sa ulterioara.

Inceputurile carierei profesionale ale lui Cosmin sunt in industria telecom (**Zapp**), unde lucrat timp de 5 ani (intre 2001 si 2005) in diverse roluri de executie in relatii cu clientii si vanzari, ultima pozitie fiind aceea de Corporate Sales Executive.

Cosmin a inceput sa tina cursuri din 2005, cand a livrat programe de training pentru AIESEC ca invitat in cadrul diverselor evenimente dedicate studentilor. In cadrul GE Money, Cosmin a livrat training-uri de produse bancare si programe de

invatare a abilitatilor de vanzari in cadrul proiectului de *Sales Force Effectiveness* implementat de **General Electric** la nivel global.

Ulterior, in cadrul **GarantiBank**, Cosmin a fost trainer permanent in cadrul Garanti Academy, program de training intern obligatoriu pentru toti angajatii companiei. In cadrul **Volksbank**, Cosmin a fost unul dintre facilitatori in cadrul Induction Program. De asemenea, Cosmin a fost Senior Trainer colaborator al Achieve Global, alaturi de care a lucrat pentru un proiect complex de training in domeniul bancar: Academia de Vanzari Corporate **Raiffeisen Bank**. In ultima perioada, ca trainer Senior in cadrul Fremem, a tinut o serie de cursuri de vanzari si negocieri avansate pentru companii de prestigiu din Romania: **Omega Pharma, Carpatica, Vodafone**, etc.

Ca speaker, Cosmin a participat in cadrul unor conferinte internationale in Praga (2013) si Istanbul (2014) unde a tinut masterclass-uri cu teme bancare. Este deseori invitat ca speaker in cadrul unor evenimente si workshop-uri de business sau de promovarea antreprenoriatului.

Cosmin publica constant articole in presa de afaceri din Romania, fiind interesat de teme care maresc eficientia muncii. De asemenea, este membru permanent in Advisory Board al ASEBUSS, cea mai prestigioasa scoala de afaceri din Romania.

Printre certificari, pe langa atestarea de formator recunoscuta european, Cosmin detine o certificare Lean 6Sigma Yellow Belt.

Cosmin are o diploma de licenta in filozofie si una de Executive MBA obtinuta in urma absolvirii programului ASEBUSS si certificata de Kennesaw State University din Atlanta, USA.





Cosmin Cosma

(M, 36, married)

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Summary:

14 years of sales, 10 years in sales management, 9 years of people management, up to 45 reports, 3 years of risk management/ banking debt collections, Executive MBA, 6 teams built from scratch, 3 start-up businesses founded from scratch

Professional Experience

INSUS Marketing – Jul. 2013 - Present

Managing Partner

Founded and developed the business as a marketing consulting and advertising company. In charge with business development and general management. Business profitable after the first year of operations.



Zoom Reinsurance Broker – Jul. 2013–Apr. 2014

General Manager | Partner

Founding Partner and General Manager. In charge with operation start-up and authorization of the company. Authorized as Insurance Broker General Manager by the Romanian market regulator (Agentia de Supraveghere Financiara). Exited through buyout.



Volksbank Romania – Jan. 2012 – Aug. 2013

Head of Strategy & Field Collection

Design from scratch, start-up and management of a Strategy & Field Collection department with countrywide coverage with the aim of non-performing portfolio decrease on retail mortgage business.



GarantiBank Romania - Oct. 2010 - Jan. 2012



Field Collection & Retail Restructuring Manager

Responsible for recoveries (auction sales, voluntary sales and insolvency transactions) from distressed assets repositioning. Managed a field collection team to increase the recoveries on mortgage portfolio of GarantiBank from NPL. Involvement and supervising for the activity of negotiation, underwriting and implementation of restructuring solutions for big non-performing retail accounts. Implemented and managed different departments in the leasing and mortgage subsidiaries of the GarantiBank group.

GE Money Romania - July 2007 - Oct 2010



Regional Sales Manager - June 2008 - Oct. 2010

Managing GE Money branch network in Bucharest, Craiova, Pitesti and Constanta. Up to 12 Branch Managers in direct supervision and 45 people under management. In charge with Sales Force Effectiveness implementation project. Constantly recognized as best sales results team in the network.

Branch Manager - July 2007 - June 2008

Started up and managed the first GE Money branch in Bucharest. In charge of recruitment and on the job orientation coaching for the new managers in the network. In charge with new product introduction projects (like Debt Consolidation Mortgage Loan NPI project) and with several internal training programs.

ING Bank Romania - Oct. 2005 - May 2007



Franchisee Owner & Office Manager

Developed from scratch an ING Bank office in Galati, as owner of a banking franchisee start-up company. Reached a portfolio of 3000 active customers in 1.5 years after opening. Exited through selling the business.

Telemobil SA - Nov. 2001 - Oct. 2005



Corporate Sales Consultant

Acquisition of corporate customers for integrated telecom solutions offered by Zapp (including special projects like mobile VPNs, SFA, etc.). Responsible of acquisition of key important accounts like Banca Nationala a Romaniei, Bayer, Fildas, Estima Finance, etc.

Certifications

Executive MBA - ASEBUSS / Kennesaw State University, General Management, 2013

General Manager for Romanian Insurance Broker - Institutul de management in asigurari - License CPExB 45560 December 2013

Lean Six Sigma - Yellow Belt June - IASSC Accredited Training Associate and International Certified Black Belt, 2013

Certified Trainer - CNFPA - 2015

Organizations

ASEBUSS Advisory Board - Jan. 2014 - Present



Board Member

Member of the Advisory Board of ASEBUSS, the most prestigious business school in Romania with more than 20 years history in providing executive education through its programs: Executive MBA and MBA for Entrepreneurship.

Projects

Vodafone Partners School of Business July 2014 to Oct. 2014

Vodafone Partners School of Business is a mini-MBA programme powered by ASEBUSS. Acted as Project Manager of the entire project and facilitator of different sessions of the modules.

Raiffeisen Corporate Sales Academy - Oct.2013 to Aug. 2014

The project was developed by Achieve Global Romania to enhance the business results of the Corporate Sales Division of Raiffeisen Bank Romania through training and development. Delivered training sessions to more than 200 employees (communication, advanced sales, advanced negotiation, account management).

Masterclass at Late&Legal Collections Europe 2014 (Istanbul, Turkey) -

Feb.2014

Delivered a masterclass on the subject of Field Collections implementation in financial institutions.

Conference Speaker at Collections Europe 2013 (Prague, Czech Republic) -Jun.

2013

"Field Collections: when, why and how?" about Field Collection as a valuable debt collection operation for financial institutions.

People about Cosmin



"Cosmin is a very talented salesman and a great leader, always trying to help the others achieve their goals and learn new things. Highly intelligent, he is a good team player and a very nice company both in formal and informal occasions."

(Alina Balan - Sales Manager Corporate Accounts at Xerox)



"Cosmin is a highly motivated individual, very enthusiastic with an excellent understanding of business priorities. He has a lot of initiatives in times when many new processes have been created, while delivering excellent results."

(Sorin Serban – Executive Director Corporate Underwriting at BCR)

"Cosmin is a true ambassador of the organizations he joins. Dedicated to make things better, he challenges systems and people to consider new ideas. He is surely a valuable partner and always able to ignite the dialogue in any room."

(Valentin Petrof – Country Manager at Manpower)



"Cosmin is a professional self-starter. He set up an ING office from scratch. Hard worker, commercial and grasping opportunities."

(Filip Clarys – Directeur Zone West at ING Belgium)

"Cosmin is a very determined person. He knows what he wants and he finds the resources to do it. From HR point of view, I was impressed by his way of managing and motivating his team. He created his own motivational programme and he had great results with his team. I was at that time supervising his recruitment process and most of the time I was receiving very good candidates for his team."

(Simona Giosanu – Resourcing Manager at Provident)

