



VLAD DELIU CFA, PRM | EXECUTIVE PROFESSIONAL

Location: Bucharest, RO

Professional Profile

Executive experienced in business development, P&L management, innovation, creative teams, and impossible missions.

I have started my career in the investment business, analyzing business models, financial statements, and management plans. Years of interaction with top executives and board members in the CEE Region have offered experience to deliver on process improvement, cost optimization and product setup.

Understanding financials, customer, industries, and local market profiles, allows me to drive product development, marketing & sales strategies, and financial planning.

I am a big supporter of my teams and I strongly believe that knowledge is passed through hard work side by side with one's direct reports.

Core Skills

- Business Strategy & Development
- Planning, Budgeting & Forecasting
- P&L Management
- Sales Strategy Development
- Investment Analysis & M&A
- Risk & ALM Management
- Team Leadership
- Creative Thinking
- Public Speaking
- Process Development

Career Summary

May 2021 – Present

Undelucram.ro & RevelSI.com
Sales, Finance, and Expansion Advisor

Responsible of budgeting and business development within the HR Tech platform Undelucram.ro and Cybersecurity Company Revel, while also advising on the setup and growth of the overseas operations (North America, CEE and Middle East).

Dec 2011 – Feb 2019

**NN Asigurari de Viata, RO
Investment Director**

Responsible of the investment strategy of the voluntary pension funds and NN Romania proprietary assets. Coordinating the fixed income and equity investment teams as well as the back-office team responsible of the daily asset value calculations. Directly reporting to the CEO.

Key Responsibilities – Investment Director

- Delivering the portfolios annual performance targets with direct impact in the business line P&L
- Active participant in the company Medium Term Planning yearly exercise, supporting board decisions with economics insights
- Chairman of the monthly Investment Committee, overseeing presentations to the board members on the portfolio evolution, risk factors and forecasts
- Investment valuation models including: DCF, P2P and SOP and integrating multiple data sources like national & industry specific statistics
- Developing regional investment capabilities given the funds CEE profile
- Team coordination and development through qualification programs and KPIs setting
- Investment cases review and approval
- Investment procedure constant update following legal changes and NN Group framework recommendations
- Developing the investment external providers mandate and monitoring process
- Support in investment products development
- Support in cost allocation optimization initiatives

Key Achievements – Investment Director

- Constant overperformance on the selected KPIs, amounting to over 50bps (year by year) vs the benchmark over a 7-year time frame
- Top 3 position of the NN pension funds vs competition since inception
- Delivered private equity type exits, following multiple rounds of negotiation and active investing, amounting to over EUR 20 mil in deal size
- Created a clear and transparent framework for proxy voting in listed companies GSMs and board representative proposals
- Successful team expansion, ensuring transition from analysts to investment managers
- Delivered NNs proprietary assets allocation strategy and established a clear framework on the management of the NNs proprietary assets through investment mandate development and monitoring
- Delivered a full voluntary pensions business line review analysis, focusing on both rapid and long-term improvements resulting in key action points in Operations, Sales and Marketing

- Performing a full audit on operational and financial processes
- Developed the first organizational chart and delivered individual KPIs and bonus schemes
- Delivered the sales procedure including prospecting, customer data collection, contacting, offering, retention, cross-sell and up-sell.
- Delivered a full procurement procedure including clear inventory rules for the materials used in business as usual
- Created a first multiple year budgeting process
- Managed to decrease the churn rate close to the industry average
- Advise on the sales deal to one of the largest telecom operators in Romania

Qualifications & Diplomas

- **INSEAD - Design Thinking and Creativity for Business – 2021**
- **Wharton University of Pennsylvania – Strategic Management - 2020**
- **PRM, Professional Risk Managers' International Association – 2014**
- **CFA, Chartered Financial Analyst Institute - 2008**
- **Bachelor's Degree in Management, ASE Bucharest – 2004**

Volunteering

Mentor – CFA Research Challenge – Mentoring students to write and present a publicly listed company research report

Mentor – Innovation Labs – Mentoring a team of students to shape an idea, develop a demo version and sustain the pitch in front of a panel

Standard Setting and Grading – CFA Institute – Various activities in grading exam papers

Lecturing – Various events – Lecturing students on business, economics, investment, and carrier advice