

## GEORGE CRETU

### SUMMARY OF QUALIFICATIONS

**Multi-dimensional education and expertise background** focused on holistic understanding of social and business processes: *PhD in Management at Swiss Management Center University, Master of Science in Management at New York University, United States of America; Bachelor of Science in International Economic Affairs at Academy of Economic Studies Bucharest, Romania; Bachelor of Science in Mechanical Engineering at Polytechnic Institute Cluj Napoca, Romania; Business Administration at Preston Business School, UK, Project Management at University of Histadrut, Israel; International business and management consultant with International Consultants Association.*

**Business & Social Development Expertise:** 18 years in business development as entrepreneur in manufacturing, farming, services and consulting; entrepreneur who started own business in manufacturing, agribusiness and high level consulting; 10 years expertise in NGO environment, founder of a NGO, Community Development Center that promotes grass-roots organizations in the Romanian rural areas; collaboration with other NGOs in Romania, United States, European Union such as Education Development Center, Kettering Foundation, Soros Foundation and European Training Foundation (Italy).

**Focus on multidisciplinary and trans-disciplinary development processes' interpretation and analysis:** 25 years of professional experience in management, decision making process, management consulting, project management and entrepreneurship; 6 years of involvement in academic research in institutional economics, and behavioral science; significant research publications, 12 years high level professional experience in project management; 3 years as international consultant for different consulting, research and audit institutions; 4 years of working in consulting business linked to IT solutions as manager, business analyst and project manager; 1 year with the Romanian Government as Counselor of the Prime Minister specialized on Social Policy Elaboration; 2 years consulting work in finance transformation and strategy management; European Union specialization in HR Development; strong ability for personal development based on formal education as well as on creativity and imagination; excellent communication skills, ability to negotiate and strong conflict resolution expertise.

The most significant skills developed over time through education and experience can be summarized as following:

1. **Management skills** with significant expertise in private sector as well as in public organizations;
2. **Consulting skills** with significant experience in business sector with main focuses on performance design and analysis and business processes modeling, execution and optimization, strategic & consulting sales process management. Also relevant experience in **business development processes, procedures and management**. Strong **international consulting expertise** relevant work in the **United States, Israel, England, Bulgaria, Cambodia, Romania, Republic of Moldova**, etc.
3. High **entrepreneurial skills**, ability to start and develop businesses in various sectors such as: consulting, IT, industrial and agribusiness.
4. Significant **research skills** in economics with focus to institutional and civic economics;
5. Ability to manage **multicultural business and social structures**.
6. High capacity for **continuous personal development**.

**EDUCATION****09/2008-03/2016****Swiss Management Center University***PhD in Management*

Understanding Case-Based Decision-Making

**09/1999-09/2001****New York University***Robert Wagner School of Public Service, New York, USA**Master of Science in Management*

Ron Brown Fellow, US Department of State, USA

**09/1993-07/1998****Academy of Economic Studies***School of International Economic Affairs, Bucharest, Romania**Bachelor of Science in International Economic Affairs***09/1980-07/1985****Polytechnic Institute***School of Mechanical Engineering, Cluj Napoca, Romania**Bachelor of Science in Engineering***OTHER COURSES****09/2005****Hyperion Solutions**

Barcelona, Spain

*Business Performance Management (BI & Finance Transformation)***06/2003-12/2003****Kettering Foundation,**

Dayton, Ohio, USA

*International Senior Researcher- Civic Economics***04/2002-05/2002****European Training Foundation & European Union Commission,**

Hague, Holland

*Training for human resources development strategy***07/2001****Kettering Foundation**

Dayton, Ohio

*International Civil Society Workshop*



manage the transformation of wealth within the investment industry. It wants to treat the *congestion* that marks the relationship between investors and firms in the entrepreneurial field. The market congestion is the terminology introduced in economics by Alvin Roth (a Nobel Memorial Prize winner); it describes the slow and expensive market interactions. The investment (considering the extended understanding) oriented to small and medium companies is, at the moment, slow and expensive. Ventacy, LLC, by its product ventacy.com, aims to approach these issues by developing a set of services in order to reduce the transaction costs by interaction enhancement.

- o The ultimate business scope of the initiative is to speed up the exchange between the wealth components financial and business assets.

Ventacy ensures the functionalities that provide some very specific benefits for the users:

- o The profiling provides exposure and recognition more than the firm website that it is impossible to be accessed;
- o The feeding dashboard provides dynamic profiling and knowledge interaction;
- o Matchmaking algorithm creates the initial communication framework between the users;
- o Social interaction features create common knowledge, understandings and communication framework;
- o Value simulating tool helps the entrepreneurs to calculate a subjective value of the business, communicate this value with others, and a probable strategic initial plan.

**Additional services:** Ventacy also offers its clients professional services so that they can obtain the most benefit from ventacy.com technology platform. These might begin with a Review and Analysis of the client's matchmaking results and trends, and continue through Reporting Solution Design. Due to Ventacy team expertise in the area, Results Analysis is also offered, as are ongoing support services.

**11/2004- 09/2015**

### **Enterprise Concept, SA, Romania**

#### *Managing Partner & CEO*

Enterprise Concept was established in November 2005 as an IT solution provider specialized in Business Intelligence Applications delivery and Business Process Management. It has been an entrepreneurial initiative focused on the high level consulting linked to top IT Solutions. It is an attempt to bridge the gap between business and IT. The software providers were Hyperion Solutions, TIBCO, Webratio and other BPM platforms. Since 2006, Enterprise Concept has extended business intelligence capabilities to offer the most comprehensive system for enterprise performance management from Oracle combined with Hyperion market leader solutions. Enterprise Concept developed expertise in Business Consulting, Technical Implementation and Professional Services for finance transformation solutions (planning & budgeting, financial management, balanced scorecard, business analytics, etc). ***The consulting part is the most consistent being 40% of the entire activity, systems integration 20%, licenses 15%, technology solution 15% and maintenance 10%.*** Over time, Enterprise Concept has developed four business lines: **BI & Business Performance Management, Business Process Management, IT Architecture Consulting & Audit and SOA.** I started the company and I have ensured the entire management process, HR development, sales procedures, etc.

[www.enterprise-concept.com](http://www.enterprise-concept.com)

**06/2003-12/2004**

### **Kettering Foundation, United States of America**

#### *Senior Researcher- Historical Deliberation and Behavioral Economics*

Kettering Foundation is a private operating foundation. Instead of making grants, the foundation began conducting its own research. Working with outside collaborators, Kettering staff began exploring fields such as education, urban affairs, science and technology, and international relations. As that work evolved, researchers at the foundation began to believe that lasting solutions to the world's problems were increasingly social and political in nature rather than technical and scientific. Moving away from its tradition of basic scientific research, the foundation began to focus on basic political research - striving to understand how citizens and political systems can work together. Since the early 1990s, the foundation has worked on strategies to strengthen democracy. The primary question addressed by its research today is "What does it take to make democracy work as it should?"

Among the projects I performed I want to mention:

1. Civic Economics Research (the communities features and civism and economic performances)
2. Accountability and Legitimacy in Civic Education;
3. The Culture of Political Silence: the economic consequences of civic silence in Romania
4. The Institution of Public Choice

**04/2002-present**

### **Community Development Center, Romania**

#### *President*

*Project Manager, Ron Brown Small Grant for the project **Building***

*Sustainable Rural Communities Together*, US Department of State,  
Washington DC, USA

Community Development Center was created by three professionals in public policy who studied in the US in order to develop and implement strategies able to produce desirable social change in the traditional Romanian rural areas. Initially, it was a social project that started working with professionals and volunteers in the Moldavian rural areas. Right now my position is just honorific.

**08/2002-06/2003**

**Government of Romania- Department of Social Policy**

*Director- Social Policy Elaboration Unit*

As a Director of Social Policy Department I worked as a counselor of the Prime Minister of Romania. Among the social policy projects I managed, I want to mention the following:

1. Minimum Income Policy
2. HR Development Policy in Romania (the strategy elaboration and implementation)
3. The Balanced Scorecard Approach regarding the Governance;
4. Rural Development Policy Elaboration.

**12/1999-09/2000**

**Education Development Center, Inc., New York, USA**

*Program and Research Associate*

EDC is a non-profit organization that has been involved for more than 40 years in international programs. Projects at EDC address critical challenges around the world in education, health, technology and human rights. While the issues EDC addresses are diverse, all that the EDC consultants and management do is focused to the conviction that education is the most critical issue of human development. EDC is entirely committed to education that builds knowledge and skill, makes possible a deeper understanding of the world, and engages learners as active, problem-solving participants. As a Program and Research Associate at EDC I managed the projects focused on the educational issues and on grass roots economic development. The most significant projects were:

1. Teachers Training in Romania- design and evaluation
2. Needs identification for the public school teachers in Yonkers

**12/1999**

**United Nations Development Program, New York, USA**

*Economic Empowerment of Women from North Cambodia*

*Project Team Member*

Grass-root organizations for economic development in North Cambodia; project based employee; analyzing the economic development opportunities and cultural issues; focus on demographic issues.

**01/1998-06/1998**

**Deloitte & Touche Tomahatsu, New York, USA**

*Financial Analysts*

I was project based employee. The project was focused on the macroeconomic analysis of the Central and Eastern European space. I studied the issues related to the institutions and the economic implications of their design and policy involved.

**08/1998**

**Brown & Co., Grantham, United Kingdom**

*Consultant*

**07/1998-08/1998**

**Essex Tractor Company, Ltd., Chelmsford, United Kingdom**

*Marketing Consultant*

**08/1991-12/1995**

**General Direction for Agriculture and Food, Bacau, Romania**

*Director*

**RESEARCH EXPERIENCE**

**2015**

*Understanding Operational Decision-Making Today*, Defense Thesis,

SMC University

- 2010** *Firm as a Logical Space*. To be published.
- 2003** Cretu, Gheorghe. 2003. *Economics and Public Engagement*. Kettering Foundation
- 2003** Cretu, Gheorghe. 2003. *The Institution of Public Choice*. Kettering Review.
- 2004** Cretu, Gheorghe. 2004. *The Culture of Political Silence*. BABEL Publishing House, Bucharest, Romania.
- 2002** Cretu, Gheorghe, (ed.) 2002. *A Socioeconomic Approach on Rural Development*, BABEL Publishing House, Bucharest Romania.
- 2003** Cretu, Gheorghe. 2003. *Accountability and Legitimacy in Civic Education*, in Kettering Review 2003, (4), Dayton Ohio, USA
- 2000** *An International Perspective of Non-Governmental Organizations and the Implications for Romania*, Master Thesis- New York University, New York, USA, 2000
- 2000** *Analysis and Development of Social Capital in Romanian Rural Settlements*- project financed by USAID, Romania, 2000
- 2000** *Genetically Modified Food Between Yes and No*, New York University, New York, USA, 2000
- 1999** *Organizing Rural Communities for Economic Development*, New York University, New York, USA
- 1998** *Organizing Rural Communities- A Romanian Model*, The Final Paper, International Institute of Histadrut, Israel, 1998
- 1998** *The Psychological Impact of Change inside the Organization*, Preston University, United Kingdom, 1998.
- 1996** *The International Capital Market and the Economic Development*, BS Thesis, School of International Economic Affairs, Academy of Economic Studies, Bucharest, Romania

## PROJECTS MANAGED

### *Business Projects*

**09/2015-present**

#### **Ventacy.com**

A multisided software platform for facilitating the interaction between investors and entrepreneurs.

- 11/2005-09/2015**                      **Enterprise Concept**  
The focus was on business development in high professional and IT consulting related to Business Process Management and Business Performance Management.
- 11/2007-10/2008**                      **General Electric Money**  
**Project Manager & Business Analyst**  
MIS consulting related to 3 important projects: Leasing and loans solution analysis and implementation, Business Intelligence design and implementation, DB unification.
- 10/2008-present**                      **Carrefour Romania**  
**Position: *Project Manager & BPM modeler consultant***  
**Services offered:** BPM Modelling consulting work using Business Studio of TIBCO, BPMN methodology
- 09/2006-12/2006**                      **Transilvania Bank.**  
**Position: *Senior Consultant Business Process Management***  
**Services offered:** BPM consultancy, designing procedures and flows. The focused department was treasury and the team implemented a solution based on the internal procedures, procedures optimizations and BPM simulations.
- 05/2007**                                      **Credit Europe Bank Romania**  
**Position: *Senior Consultant, Planning and Budgeting Solution***  
**Services offered:** Designing the communicational and hierarchical planning process; designing planning flows and specific reporting (cost drivers, planning flows and validation methodology, rolling forecast, cash flows, workflow, etc.).
- 05/2007-07/2007**                      **Raiffeisen Bank.**  
**Position: *Senior Consultant, Front End Solution.***  
**Services offered:** Designing the processes and the management specific to banking front end solution.
- 10/2006-03/2007**                      **Libra Bank**  
**Position: *Senior Consultant***  
**Services offered.** Financial Consulting, IFRS Reporting (IAS 18 and IAS 39), Basel II
- 03/2006-07/2006**                      **NCH (New Centuries Holding)**  
**Position: *Senior Consultant and Project Manager***  
**Services offered.** MIS consultancy and SOA consultancy, solutions implementation, customization, maintenance, support and training
- Align individual, department and business unit plans with company objectives
  - Cut budgeting and planning cycles by weeks or months and reduce total cost of the process
  - Plan and reallocate budgets and resources continuously, based on material events
  - Increase user participation with frequent, real-time updates

**07/2006-09/2006****Vel Pitar****Position: *Senior Management Consultant*****Services offered.** Best practices consultancy, business intelligence consultancy, business process management consultancy, solutions implementation, customization, maintenance, support and training**Solutions offered:** Business Intelligence Platform and Business Process Management**07/2006-12/2006****Arcelor Mittal Romania****Position: *Senior Consultant Planning and Budgeting*****Services offered.** Financial planning consultancy, solutions implementation, customization, maintenance, support and training**Solutions offered:** Hyperion System 9 Planning***Research Projects*****06/2003-12/2003****Kettering Foundation, Dayton OH, USA****Position: *Senior Researcher*****Services offered:** Research Projects in Civic Economics:

1. The Culture of Political Silence; the economic consequences of civic silence in Romania.
2. Accountability and Legitimacy in Civic Education.
3. The Institution of Public Choice: project developed together with Washington University in St. Louis

**01/2000-06/2000****United Nations Development Programs****Project:** Developing Women Community in North Cambodia**Position: *Solutions Designer Team Member******Policy Elaboration Projects*****03/2002-08/2002****The Government of Romania****Position: *Senior Consultant*****Project:** Human Resources Development in Romania**Services Offered:** Team leader for HRD strategy, under the Prime Minister auspices***Education Projects*****02/2000-08/2000****Education Development Center, New York, USA**



