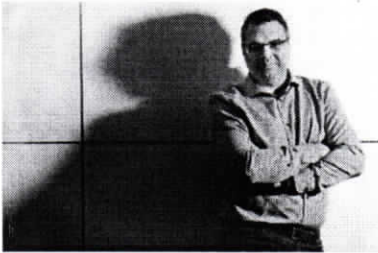


BM

BOGDAN MILITARU

DIPL. AUTOMOTIVE ENGINEERING



SKILLS

Strategic planning, analysis and synthesis, market knowledge local and regional, leadership

PERSONAL INFO

- 46
- Married
- 2 children

EXPERIENCE

EXECUTIVE VICE PRESIDENT • FORZA ROSSA HOLDING LTD • SEP 2018 - PREZENT

- Responsible for the Holding's Automotive businesses, Sales New and Used, Marketing and Communication, After Sales
- Designing and implementing the growth strategy in the Region for both brands, Ferrari and Aston Martin
- Starting up the Aston Martin dealership in Bucharest
- Expansion planning for the Holding portfolio

HEAD OF AUDI DIVISION • PORSCHE ROMANIA • JAN 2015 -JUN 2018

- Responsible for New and Used Cars Sales, Marketing and Communication, After Sales
- Implementing the agreed Brand strategy with the Manufacturer (Product, Pricing, Production)
- Dealer network coordination - exclusive Audi network of 12 dealers with 300 employees
- Leading an exclusive team of 10 and working with the support departments

BRAND MANAGER SEAT • PORSCHE ROMANIA • JAN 2000 - DEC 2014

- Responsible for New Cars Sales, Marketing and Communication
- Implementing the agreed Brand strategy with the Manufacturer (Product, Pricing, Production)
- Dealer network coordination – an exclusive SEAT network of 13 dealers



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SALES MANAGER SEAT • PORSCHE ROMANIA • MAR 1999 – DEC 1999

- The first year of SEAT brand in Romania. Opening the first official showroom in Bucharest and building the base of the SEAT Dealer Network.

HOBBIES

- Motor racing
- Classic cars
- Skiing, boating
- Rock music
- Photography

SALES EXEC. • DAEWOO AUTOMOBILE ROMANIA • JUN 1996 – DEC 1998

- Part of the Bucharest HQ Sales team, responsible for Fleet Sales, Big customers and Special Sales to authorities.

EDUCATION

DIPLOM ENGINEER • 1990 - 1995 • POLITECHNICA UNIVERSITY OF BUCHAREST • AUTOMOTIVE ENGINEERING FACULTY

HIGH SCHOOL GRAD. • 1986 - 1990 • MIHAI VITEAZUL NATIONAL COLLEGE

NON-PROFESSIONAL ACTIVITIES

- 2013- 2014 – coordinator motorsport program Skoda Fabia Super 2000 Romania Rally Championship
- 2008 - 2014 – Federal Counselor Romanian Motorsport Federation
- 2005-2007 – responsible motorsport programs SEAT Ibiza TDI gr. A in the Romanian Rally Championship
- 2001 -2004 – managing motorsport program SEAT Cordoba WRC in the Romanian Rally Championship
- 1998, 2007 – 2008 -rally driver, co-driver



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FOREIGN LANGUAGES

- English – Fluent (speaking and writing)
- German – Average (speaking and writing)