

GABRIELA MANDREA

GROWTH FACILITATOR

PROFILE

Growth Officer with exceptional track record for spearheading projects, defining, and promoting organizational excellence, driving, and delivering results, and increasing efficiency across fast-paced businesses.

Trusted, decisive and loyal advisor with outstanding organisational, communication and business development skills, coupled with proven inter-cultural sensitivity and ability to work across multiple levels of organisational maturity.

A passion for ensuring and managing companies' growth, stakeholder and revenue deliverables, and employee engagement, and ability to work on solving problems, building teams, supporting new businesses, and fostering alignment.

A people champion whose coaching style is centered around co-creating action plans that emerge from client's natural resourcefulness, creativity, and wholeness, offering the needed safe space for a transformative journey of self-discovery, growth, and empowerment!

CONTACT

Mobile: +40 724 588 558
Email: gabriela@gmcoaching.eu
LinkedIn: www.linkedin.com/in/gabrielamandrea

EXECUTIVE EXPERIENCE

GM&Co Consulting. Coaching. Mentoring (founded in 2019) Key Projects

WIT Angels Club

- Created and executed communication and branding strategies, members acquisition and engagement programs.

She is Mom Club

- Initiated, developed, and executed growth strategies, marketing and communication strategies, tailored programs for SIM clients and supported the founders to design fund raising campaigns and build the community.

Individual Clients

- Support clients to reach their personal and professional goals thru coaching and mentoring programs.

AMWAY JAPAN

- Developed strategy for learning solutions for Amway Japan's business owners. Drove business growth strategies, identified strategic partners, drove online communities to deliver sustainable growth.
- Initiated, developed, and executed innovative social media-training programme to deliver social media sales channels for business owners.
- Equipped company with tools and skills to create online events and grow online communities in response to market trend and business needs.
- Generated incremental revenue opportunities through defining new processes on partnering with external vendors.
- Ran various feasibility studies including extending payment methods and new business owner recruitment, with a view to increasing revenue.
- Mentored and coached client team to improve internal processes.

JAPAN MARKET EXPANSION COMPETITION

- Mentored and led student teams to deliver winning business plans for real Clients whose goal was to extend the business in Japan.
- Worked with leadership to recruit partnerships for the program.
- Delivered lectures to four generations of students on Branding and Customer Journey, as part of Client Business Plan module.
- Led development coaching and training to deliver winning business plan for project clients resulting in teams being placed 1st and 3rd overall.

SIBIU INTERNATIONAL THEATRE FESTIVAL

- Advised on International Volunteer Program contributing to strengthen Japan-Romania cultural relations.
- Mentored on building strategic relations with business sponsors and Embassy of Romania.

THE COCA-COLA COMPANY, ITALY (2014–2015)

DIRECTOR, MARKETING & PROJECT | Expo 2015

Designed and delivered integrated marketing strategy, uniting local Coca-Cola Systems and Expo Organizing Committee goals. Managed project from planning to execution.

- Delivered integrated project plan by managing cross-functional and multi-cultural team, and engaging 200+ internal and external stakeholders.
- Created sustainable consumer experience for 500k+ visitors whilst managing 6m safe operations
- Developed licensing and retail program to generate E500k revenue.
- la program, sustainability pavilion, active healthy living style
- Generated 4.5bn+ gross contacts in Milan city, activate 500+ retail channels.
- Built legacy for Coca-Cola sustainability: recycled PET uniforms, women in Africa.

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EDUCATION

ENGINEER, ORGANIC CHEMISTRY

UNIVERSITY POLYTECHNIC, BUCHAREST

MBA

ACADEMY OF ECONOMIC STUDIES, BUCHAREST

KENNESAW STATE UNIVERSITY, GEORGIA

COACHING CERTIFICATIONS

CPCC

Co-active Training Institute

Certified Team Coach

PWC Academy

LANGUAGES

English

Romanian

Italian

Basic Russian and Japanese

VOLUNTEERING

TOKYO AMERICAN CLUB, JAPAN

Board Director Women's Group

Director of Communications

Member of HR Committee

Member of Sustainability Task Force

BRITISH SCHOOL OF TOKYO, JAPAN

Chair of the Parent Teacher Association

SIBIU INTERNATIONAL THEATRE FESTIVAL, ROMANIA

Sponsor Representative – Dance Festival Yokohama

Volunteer Program Adviser

Cultural Integration facilitator

EXECUTIVE EXPERIENCE, CONT.

THE COCA-COLA COMPANY, RUSSIA (2011–2014)

DIRECTOR, MARKETING | SOCHI WINTER OLYMPIC GAMES (2011 – 2014)

Designed and led Olympic Marketing Activation strategy delivering global vision with local and global agencies. Led multi-cultural operations team of 600. Aligned agendas of Coca-Cola Russia and Sochi Organizing Committee.

- Managed budget of \$25M, to deliver on-ground Olympic activation, creating 2m+ impressions and 250k engagements.
- Built sustainability legacy for Coca-Cola Russia, supporting Active Healthy Life in Sochi and across Russia, introducing recycled PET bottle uniforms.

DOMO RETAIL, ROMANIA (2005- 2010)

DIRECTOR, COMMERCIAL | SALES AND MARKETING

Led sales and marketing, and transitioned Romania's leading retail chain from family business to leading Romanian corporate ahead of capital investment with 128 stores nationally. Reported to Owner | President.

- Led the strategy transformation across all the functions and redefined the operations communication and performance management processes.
- Drove corporate rebranding resulting in awarded PR coverage.
- Led opening of 3,000sqm flagship store and 5 over 1,000 sqm spaces overseeing strategies for recruitment, floor-planning, customer journey, and communication.

WHIRLPOOL, ROMANIA (2003 – 2005)

HEAD OF MARKETING | BRAND

Developed and delivered localized marketing and communications campaigns. Managed yearly budgets of 2mil USD. Reported to GM and European Head.

- Streamlined media spending and increased PR coverage; securing business partnerships with 5 key retailers.
- Increase advertising budget efficiency by 50% through market innovation and producer/retailer co-marketing brand campaigns.

COCA-COLA HELLENIC, ROMANIA (2001 – 2003)

INTERNAL COMMUNICATIONS MANAGER | MARKETING

PROMOTION AND EVENT MANAGER | MARKETING

Developed and delivered strategic and creative marketing for Coca Cola, Romania. Reported to Marketing Director.

- Planned and implemented annual promotions strategy for all Coca Cola brands, including summer drive and new product launch.
- Implementing routines and communication processes to align brand within Coca-Cola system in Romania.

OGILVY and MATHER, ROMANIA. (1997 – 2001)

EXECUTIVE DIRECTOR PR | CLIENT SERVICE DIRECTOR

- Led Client relationship and orchestrated advertising campaigns for global brands within Unilever, Kraft, Lindab, Xerox, European Drinks, Haber, Lyonnaise des Eaux.
- Launched O&M subsidiary in Moldova.
- Pioneered experiential marketing in Romania.
- Mentored future leaders.