



# Gabriel Craciun

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## International Studio Manager

Experience: 9 years Product/Project Management | 5 years Business Development | 5 years Operations Management | 9 years Entrepreneurship

**Growth-focused and highly resourceful professional with comprehensive experience leading all aspects of quality with strategic implementation of robust quality processes and tools to drive culture of continuous improvement.**

Proven success in conducting quality system audits, optimizing performance of projects, and maintaining operational areas. Recognized for transitioning from software development to gaming services by adapting know-how of generating opportunities. Adept at creating and improving quality processes, preparing periodic reports, and recommending corrective actions. Skilled in sustaining culture of awareness, inquisitiveness, and persistence around project quality improvements. Track record of building and improving services to oversee operations and business development. Possess strong understanding to grow international management teams and strategies by supporting key strategic programs. Excel at building relationships with internal and external business stakeholders at all levels.

## Key Strengths

**Adaptability and Business Acumen** – Driving a challenging career development path forged for the IT Industry, covering

- Entrepreneurship in Software Development (B2B),
- Product Management (Planning, Estimation, Execution Strategy, Delivery),
- Quality Assurance in Gaming (Management, Operations, Strategy, Execution),
- Business Development (Portfolio Management, Cross-selling, New Service)

**Innovation and Continuous Improvement** – Adapted and implemented the Software Development Lifecycle philosophy into the Gaming QA environment, creating a Quality Management Framework for ensuring a consistent level of quality for all projects.

- Created the blueprint for the first AI Testing System in the Gaming Industry.
- Created a centralized Data System to facilitate Data Driven Decision Making for the output of all QA Teams.

**Business Development and Strategic Thinking** – Expanded the business division for QA Services from 1 location (Europe, Romania) to 4 locations (Europe, Romania - Latin America, Mexico – Asia, Philippines) covering all operational aspects.

- Implemented various cultural initiatives to bridge language gaps and cultural gaps,
- Collaborated with cross-functional teams to ensure a high quality of business operations for the expansion from 150 to 400+ employee (current business division, part of a 1400+ total employee base),
- Created new service lines expanding the company's service portfolio thus generating a 10% revenue increase YoY,
- Identified new business opportunities and expanded the service portfolio by 20% for existing clients.

## Areas of Expertise

- |                                  |                                |                                  |
|----------------------------------|--------------------------------|----------------------------------|
| • Business Development           | • Team Building & Leadership   | • Business Process Improvement   |
| • Strategic Planning & Execution | • Data Driven Decision Making  | • Cross-functional Collaboration |
| • Quality Assurance Management   | • Risk Assessment & Mitigation | • Root Cause Analysis            |
| • Live Games Operations          | • Problem Solving              | • Software Development Lifecycle |

## Tools, Frameworks, Methodologies

- |                                |           |
|--------------------------------|-----------|
| • Microsoft Power BI           | • Agile   |
| • Jira, Confluence             | • Prince2 |
| • Asana, Trello, Airtable      | • Lean    |
| • Miro, Productboard           |           |
| • Adobe Photoshop, Illustrator |           |

## Career Experience

**Amber Studio – Bucharest (Hybrid/Remote)**  
International Studio Manager

2016 – Present

Developed new processes to improve strategy and tactics whilst adapting to each new location, continuously boosting on each step. Trained and coached management teams until reaching Full Autonomy. Mentored each team to expand strategy and accommodate new vendors.

Optimized costs for clients by assigning best-fit talent based on costs while maintaining optimal profit margin. Executed best-in-class programs to consolidate career paths for ensuring transition opportunities between all business units.

- Created a new business line addressing Live Games Operations, generating a 10% increase in revenue YoY
- Achieved business goals, including profit margin, revenue, cost efficiency, talent distribution, staffing plans, and hardware acquisition and distribution by enhancing operational strategy for all QA mobile studios.
- Trained 240 members by setting up QA groups in four locations and three countries to grow management teams' autonomy for continuous improvement.
- Attained profit margin growth by 25% for Studio and secured three strategic clients to generate \$2M+ revenue YoY.
- Supervised BizDev meetings with potential clients to verify client requirements and draft business proposals.

**QA Manager (Onsite/Remote) (2019 – 2021)**

Defined QA Strategy for QA Mobile discipline to improve skills of QA Mobile members and expand quality of testing services. Contributed to BizDev Meetings with potential clients and Head of Business Development to draft various business proposals. Evaluated innovation opportunities to service and process improvement. Maintained good relationships with partners and clients through trust and quality of services.

- Served as Culture Ambassador for aligning all employees with mission, vision, and values to manage culture gap between all studios expanded from Romania to Mexico, US, and Canada).
- Coached Project Managers and Team Leaders in four QA studios, setting them up for success in their respective fields.
- Generated up-sell and cross-sell opportunities for the QA Mobile studios within the client portfolio.
- Headed QA groups in three locations and two countries totalling 150 members.
- Created blueprint for important internal tools to attain data-driven profitability.

**Senior Project Manager (Onsite) (2016 – 2019)**

Directed high-impact projects and strategic partner portfolios for capturing costs on individual projects and transforming needs into solid project plans. Crafted test strategies for all portfolio projects by interfacing with external teams to improve actions and forecast costs. Assessed industry trends and mentored direct reports to deliver innovation initiatives. Offered first PPP System (Policy, Process, Procedure) by standardizing QA Workflow and laying foundation for efficient Continuous Improvement Process. Boosted cultural environment to deliver robust quality services.

- Promoted to QA Manager when Management group decided to split department into Specialised Divisions (QA Mobile, QA Consoles, QA PC, and QA Specialised) so got total ownership of entire division of QA Mobile.
- Developed first Automated Reporting System by utilizing Microsoft PowerBi to share QA Output with key stakeholders.
- Structured entire database for processes and automated game testing via AI and Neural Networks.
- Monitored KPIs for QA Teams by directing system of dashboards for internal stakeholders.

**Infinet Solutions Agency – Bucharest (Onsite)**  
Project Manager

2016

Carried forth familiarity with project management software by supporting with recruitment and training of new employees. Contributed to meetings with clients for identifying needs and creating milestones while coordinating with development team to deliver on traced goals. Assigned right people on portfolio projects regarding skills, seniority, and stacks. Collaborated with teams to draft business proposals involving design concepts, development strategies, and marketing strategies. Built long-lasting client relationships by suggesting appropriate services.

- Boosted development process for portfolio projects across software development lifecycle from concept to planning, estimations, costs, and delivery such as post-development support.
- Implemented project budget, attained key project goals, and operated collaboratively with teams to fulfil all goals.
- Ensured neat and attractive sales environment by assisting in setup of visual displays.

### **Idea Spot – Bucharest (Onsite)**

**2015 – 2016**

Managing Director - Project Manager

Boosted client experience by overseeing events and product workshops for identifying all client needs. Trained new employees and delegated tasks to team members while adhering to industry best practices. Cultivated client relationships resulting in company growth and enhanced productivity. Generated new business opportunities and established excellent relationships with all current customers.

- Drove project from concept to delivery and B2B portfolio to expand scope of project from national to international.
- Coached development team for delivering International B2B application effectively.
- Successfully supervised visual merchandising by promoting robust company vision.

### **High Performance Team – Bucharest (Onsite, Remote)**

**2007 – 2015**

Manager Director – Project Manager

Managed cash flow, budget planning, contracting, business development, recruitment, and post-development services. Designed business plans and strategies for promoting attainment of goals. Organized operations to ensure maximum productivity by improving efficiency and effectiveness.

- Led European Development funds (\$1M) to develop application by assisting people with disabilities to find jobs.
- Succeeded in extremely competitive market by utilizing best practices and creating skills.
- Explored all areas of developing business in Software Development Industry.

## **Education**

**International Business Management (Masters)**, Romanian-American University – Bucharest

**International Business Management (Degree)**, Romanian-American University – Bucharest

## **Certification**

Trainer of Trainers, Bucharest

## **Languages**

English – Fluent | French – Basic | Spanish – Basic