

# Aura Radu-Dinică

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Competence Development | Global Learning Programs  
Career Model & Benchmarking | Corporate Communication  
Employee Relations | Global Cross-functional Projects

Senior professional with 12+ years of experience in leading competence development & corporate communication projects in global environments. Track record of cross-functional and multi-cultural programs related to career models, learning frameworks, internal communication and public relations. Extensive experience in Communication, Learning and Advertising, both corporate and agency based.

Skilled in mentoring and enabling people in diverse teams, focused on collaborative development. Passion to do the right things and do things right.

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## PROFESSIONAL EXPERIENCE

### Microsoft

October 2017 – present

#### *Readiness Manager - CSS Cloud & Enterprise*

Global Program Management role focusing on creation and implementation of integrated learning programs addressing a 4000+ population of Support Engineers in the Cloud & Enterprise technology area. Definition of frameworks and processes to ensure a comprehensive learning offering across the different technologies and verticals, to efficiently respond to business needs and time-to-market.

- Strategy development and implementation of integrated learning solutions and deliveries for the global audience.
- Dissemination of learning offering through suitable communication and engagement channels.
- Contributor to the business control framework, focused on putting in place the global governance model and establishing of relevant KPIs.
- Operational management of team members and support functions.

#### **Major accomplishments:**

*Internal Certification Program* – global program focused on evaluating engineers' competence level and providing specific training to ensure customer's requirements are fully met. Part of the all-up program management team, working on the definition and implementation of the certification framework, as well as coordinating development and consumption streams (learning assets, as well as team members and other resources).

### Ericsson

January 2015 – September 2017

#### *Competence Readiness Manager*

January – September 2017

Leadership role with global responsibility for developing and executing the Sourcing Competence Readiness strategy that addresses a community of 1400+ sourcing professionals worldwide. Definition and management of major learning programs designed to lift the competence of key roles within the organization, ranging from individual contributors to leadership.

- Sourcing Competence Strategy Definition: Needs & Competence assessments, External benchmarking, Strategic pillars, Domains of expertise, Implementation, Metrics and Communication.
- Learning solutions dissemination through world-wide programs, utilizing various channels and the global network of internal trainers and external suppliers
- Key stakeholder in the external supplier selections, statement of work definition and member of the evaluation committee.
- Competence readiness driver within Global Business Programs
- Operational management of the dedicated learning support team.

**Major accomplishments:**

*Sourcing Mentorship Program* – global program tailored to enhance the sourcing competence of new and experienced professionals by providing exposure to various facets and challenges of key sourcing roles. Highly anticipated by the community, being the first mentoring framework to be put in place within the Sourcing organization.

***Competence Development Lead***

**January 2015 – December 2016**

Global role focused on managing a Competence Development & Learning team, providing consultancy to global & regional stakeholders to address competence needs for a community of 1400+ sourcing professionals worldwide. Coordination of major programs ran through the global learning team, operational strategy definition and team's performance management.

- Management of Global Learning Projects: Ericsson Sourcing Academy, Sourcing Onboarding Program, Webinars, Career & Competence Model, Career Paths & Certifications.
- Ensure continuous communication and visibility of learning opportunities across the global sourcing organization to drive a high impact learning culture.
- Training needs analysis, development and curation of blended learning solutions, liaising with internal stakeholders (e.g. HR, Business Lines, Group Support Functions, Operations) and external suppliers
- Training content development for instructor-led and web based courses and coordination of the production unit.
- Spokesperson for the competence development function, driving alignment with the global L&D network
- Best practices advocate for continuous improvement programs.

**Major accomplishments:**

*Sourcing Onboarding Program* - tailored for new sourcing employees worldwide, providing 5 days induction flow with focus on key competence areas. Highly appraised and sponsored by the Sourcing Executive Leadership team, rolled out to all sourcing units after a successful pilot.

*Sourcing Accreditation Model* – strategic program designed to build & recognize competence based excellence, shifting the perspective from a quantitative to qualitative view. Multi-cultural team coordination (Sweden, Romania, Philippines)

*Webinars Series* – Introduction of live webinars with SMEs as learning solutions, covering topics related to Sourcing Strategy and Business Targeted Areas

**Heineken Romania**

**June 2014 – December 2014**

***Corporate Relations Senior Professional***

Senior role focused on employee engagement strategy and communication. Close collaboration with top management and alignment with global initiatives. Coach leaders on communication practices and provide consultancy for spokespersons within the company.

- Elaborate and implement campaigns and events for all employees within headquarters, breweries and sales offices.
- Coordinate CSR campaigns and communicate them through relevant channels to all stakeholders, external and internal.
- Handle media inquiries, prepare press releases, brand PR.
- Coordinate the internal magazine of the company.

**Major accomplishment:**

*Re-launch of the Internal Magazine* – redesign & new content structure, creating a network of internal content providers.

## UniCredit Bank

**July 2008 - May 2014**

### *Communication Senior Associate*

Driver for all employee related communication by managing diverse projects with a local and global span and exposure. Setup the internal communication strategy, following UniCredit Group's strategic goals. Close collaboration with the bank's top management for facilitating coherent message dissemination as part of leadership communication.

- Draft internal communication materials & ghostwriting for the bank's CEO, Vice-Presidents and other spokespersons. Provide consultancy on internal communication for representatives of the bank;
- Cascade, through meaningful channels, the latest information about bank's activities, achievements and programs.
- Crisis management & risk mitigation related activities.
- Coordinator and main editor of the bank's Annual Report, in cooperation with Business Divisions.
- Setup of the bank's intranet platform in collaboration with the IT department, overseeing design and communication rules cascaded by UniCredit Group.
- Project management of events & BTL activities, handling multiple internal & external stakeholders.

**Major accomplishments:**

*CEE Representative in the Global Intranet project team* - managed by Group Identity & Communication (Milan HQ)

Editing the bank's 1<sup>st</sup> "Communication & Style" and "Business Etiquette" *manuals*

Implementation of the *CEO internal blog*;

Coordinating the development of bank's *intranet portal* (unique visitors/month ~2.900; monthly visits ~ 60.000);

Coordination and implementation of the bank's first *internal newsletter*

## Omniasig

**July 2007 – April 2008**

### *PR Coordinator*

PR & Communication coordination for the launch and promotion of newly introduced private pensions service line. Media relations and online presence management.

- Management of preferred PR & Advertising agencies, requirements development and completion tracking.
- Internal communication programs implementation.
- Advisor for top management in communication related matters.

## Agency & early career roles

**May 2005 – June 2007**

Various roles within creative agencies and non-profit sector, with focus on account management and communication programs.

### **McCann Erickson - Senior Account Executive**

- Client service role, offering strategic support to agency's clients and implementing advertising campaigns
- Major accounts handled: Vodafone (prepaid, sponsorships), Foton

**Cohn & Jansen | Ashley & Holmes - Account Project Manager**

- Client service role, supervising promotional campaigns and BTL activities
- Major accounts handled: Cosmote, Internity, Porsche Romania, Garanti Bank, Gallaher (part of JTI), La Fantana

**Soros Open Network (NGO) – Communication Program Assistant**

- PHARE program contribution by managing the application process, relationship with the NGO network and development of communication materials.

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## **EDUCATION & PROFESSIONAL DEVELOPMENT**

Master's Degree, Communication and Public Relations, "David Ogilvy" Faculty of Communication - National School of Political and Administrative Studies, Bucharest, 2005-2007

Bachelor's Degree, Philology - University of Bucharest, 2001-2005

Euro-Atlantic Studies Center, University of Bucharest – European Integration Course, 2003-2004

Various trainings and development programs: Performance Consulting, Business Coaching, Fundamentals of Project Management, Finance for Non-Finance, Trends in Internal Communication (Quadriga University, Berlin, Germany, 2010), Emotional Intelligence (UniManagement, Turin, Italy, 2009), The Power of Personal Branding, Neuroleadership.

Foreign languages: Fluent *English*, Intermediate *French*, Conversational *Spanish*

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## **SOCIAL & PERSONAL**

Excellent communication & networking skills, nurtured through a wide span of interactions in multicultural environments & presentations for large audiences. Avid reader, aspiring interior designer and wannabe dog owner.