



**LOREDANA  
STÎNCEL**

## **BUSSINES DEVELOPMENT MANAGER**

### **PROFILE**

---

Experienced Business Development Manager with a demonstrated history of working in the telecommunications industry. Skilled in Negotiation, Business Planning, Sales, Customer Satisfaction, and Customer Retention.

### **CONTACT**

---

St. Buna Ziua 37A, Bl E 2A, Ap 50  
Cluj-Napoca, Cluj 400495  
+ 4(0) 735403030  
[stincel.loredana@gmail.com](mailto:stincel.loredana@gmail.com)

### **SKILLS AND CERTIFICATES**

---

**Interior Designer,**  
*DallesGo* - Mar 2019

**Interior Designer,**  
*DallesGo* - Apr 2018

**Business Telecommunications  
Today,**  
*i interact* - May 2014

**Coaching Skills,**  
*Human Invest* - Mar 2013

**Team Leadership and Optimal  
Motivation,**  
*Human Invest* - Mar 2013

**Situational Leadership II,**  
*Human Invest* - Mar 2013

**Influential Presentation,**  
*Accelera* - May 2011

## **WORK EXPERIENCE**

---

### **Vodafone Romania**

#### **Business Development Manager**

Feb. 2013 – Till date

Management and development of partners network by making decisions, communicating Vodafone strategy, assuring execution and delivering results:

- build together with the owner the business case for the fiscal year setting the level of ambition in number of commercial resources, productivity targets associated to commercial resources, regional footprint, P&L level
- assure the implementation of the partner's business case by having the commercial resources in place, achieve productivity level, assuring the partner's monthly profitability, financial capabilities to manage free cash flow properly and aligned with the business case
- create capabilities for partners in order to manage growth: human resources capabilities for hiring, reward and people development / mid-management structure and evolution (authorization, development and recurrent evaluation of the Sales Managers)
- align Vodafone strategy with the partners execution by building own plans of implementation at regional level, being Vodafone in front of partners, developing and maintaining a coherent community frame for partners and Vodafone representatives, developing influence in Vodafone's organization and provide a proactive contribution to the future strategy, deciding action plans in case of low performance versus expectations
- reporting and monitoring by planning quarterly and yearly and monitoring performance versus target (daily forecast and run rate)

#### **Corporate Account Manager**

Jul. 2011 – Feb. 2013

Maximize the assigned customer portfolio value by achievement of individual sales targets:

- development and management of business relationships with the customers of the assigned accounts in order to support continued growth of Vodafone as Total Communication Provider position
- negotiate and manage contracts with the assigned accounts to optimize business results
- develop and execute a business plan that can be implemented across the assigned customer base
- identify customer's needs and provide adequate support in choosing the best suited technical and commercial solutions
- keep the information updated, respecting quality standards

#### **Account Manager SME&SOHO**

Jun. 2009 – Jun. 2011

Maintain and develop the assigned business portfolio:

- identify new business opportunities, promote and sell Vodafone business services and products
- meet customer needs, transform sales leads into concrete business opportunities, prepare relevant business cases, prepare commercial offers, negotiate and close deals
- monitor the competition, follow up on customer satisfaction rate
- work closely with the Marketing department in order to deliver customer tailored solutions

**Advanced Negotiation,**  
*Accelera* - Nov 2010

**Consultative Selling, stage 2,**  
*Vodafone* - Jan 2010

**Consultative Selling, stage 1,**  
*Vodafone* - Dec 2009

**Marketing in Sales,**  
*TMI* - Nov 2009

**Selling,**  
*Vodafone* - Aug 2009

**Direct Sales,**  
*Orange* - Sep 2008

**Driving license** – B category

## **EDUCATION**

---

**MSc. in Business Administration  
and Management**  
*Babeş-Bolyai University, Cluj-  
Napoca, Romania, 2008 – 2009*

**BSc. in Economics - Management  
and Business**  
*Babeş-Bolyai University, Cluj-  
Napoca, Romania, 2004 – 2008*

## **LANGUAGES**

---

**Romanian** – Native proficiency

**English** – Full professional  
proficiency

**Spanish** – Limited working  
proficiency

### **New Business Account Manager**

Jun. 2009 – May. 2010

Achieve and exceed sales objectives and customer expectations whilst adhering to Vodafone policies and procedures:

- promote and sell Vodafone business services and products
- establish and improve customer relations
- identify customer's needs and propose suitable telecommunication solutions
- proactive attitude to look for clients and use all the necessary tools to achieve it (outbound calls, etc.)
- offer support to the other members of the team



### **Business Sales Representative**

Oct. 2008 – Jun. 2009

Achieve and exceed sales objectives and customer expectations whilst adhering to Orange policies and procedures:

- promote and sell Orange services and products
- establish and improve customer relations
- identify customer's needs and propose the best solutions
- optimize customers account and proactive cross-sell and up-sell
- proactive attitude to look for clients and use all the necessary tools to achieve it (outbound calls, etc.)

### **Business Sales Executive**

Aug. 2008 – Oct. 2008

Manage the contracts implementation closed by the sales force:

- market research in order to identify and generate business opportunities
- assure customer's satisfaction via services and solutions that meet their needs
- prepare and execute presentations for the customers
- contribute to a good commercial image of the company offering a qualitative service
- offer support to the telesales and direct sales team

### **Telesales Representative**

Oct. 2007 – Aug. 2008

Identify new customers and new sales opportunities for Orange services:

- telephone contacting potential customers
- generate leads for the sale representative
- daily activity reports



### **Sales Representative**

Mar. 2006 – Jul. 2006

Door to door selling television services, internet and telephony:

- identify new sales opportunities
- collect and report information on the competition
- daily activity reports

### **Promoter**

Oct. 2005 – Dec. 2005

Promote television packages.