

Contact

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Top Skills

Management Consulting
Product Demonstration
Commercial Contracts

Adrian Moraru

Sales Director @ InfoCert | Driving Sales Growth with New Business Development

Bucharest, Bucharest, Romania

Summary

With over 11 years of experience in sales and business development, I am a passionate and results-oriented leader in the digital solutions industry. My mission is to help customers achieve their goals and optimize their processes with innovative and secure products and services. As the Sales Director for Romania at InfoCert, I manage and grow a portfolio of clients across various sectors, such as banking, insurance, telecom, and public administration. I bring diverse perspectives and experiences to the team, as I have worked in both local and international markets, and have a strong background in engineering and telecommunications.

In my current role, I am responsible for representing the company in its relations with customers and potential customers, identifying and developing projects, negotiating sales contracts, and participating in customer follow-up and public tenders. I leverage my skills in new business development, sales and marketing, and end-to-end sales to deliver value-added solutions and ensure customer satisfaction. I also contribute to the development and implementation of sales policy and strategy, and ensure the efficient management and performance of the sales and purchase contracts.

Experience

RACC-IT (Romanian-American Chamber of Commerce - IT Alliance Chapter)

Board Member

November 2023 - Present (8 months)

RACC IT Alliance International Chapter (RACC-IT) is an independent, non-profit Chapter within the Romanian American Chamber of Commerce with global participation, with operations in the US as well as in Romania.

Our Mission is to provide a support framework for Romanian IT Companies looking to expand their presence in the US and advise US companies regarding business opportunities in the Romanian IT sector.

InfoCert

Sales Director - Romania

January 2020 - Present (4 years 6 months)

Bucharest, Romania

www.infocert.digital

Sistec NextDocs

Business Development Manager

September 2015 - January 2020 (4 years 5 months)

Bucharest, Romania

- Representing the company in its relations with customers and potential customers resulting from attracting new customers or managing the already existing ones;
- Identifying and developing projects as per the required solutions and services;
- Negotiating sales contracts with the assigned customers;
- Active participation in customer follow-up and Public institutions with the following responsibilities: get information about possible auctions / bid selections, run the entire process according to the bidding procedure;
- Contributes to the development and implementation of sales policy;
- Ensures the efficient management and performance of the sales and purchase contracts;

Responsible for the development of client / company relationships: increasing the number of clients, identifying new opportunities for current clients;

- Reaching the monthly / annual sales target, earnings and individual goals;
- Careful oversight of competition, being receptive to any changes in market evolution;

AlfaTrust Certification S.A.

Managing Director

September 2013 - October 2019 (6 years 2 months)

Bucharest, Romania

CFR Marfa

Information Technology Engineer

March 2011 - July 2013 (2 years 5 months)

Bucharest, Romania

Education

University POLITEHNICA of Bucharest

bachelor's degree in engineering, Telecommunications and
Electronics · (2006 - 2010)