

CURRICULUM VITAE (CV)

1. Name	ELENA CALIN
2. Date of Birth:	
3. Country of Citizenship/Residence	Romania
4. E-mail	
5. Phone	

6. Education:

<i>Institution/Education Provider</i>	PwC Academy
<i>Date:</i>	May, 2021
<i>Degree(s) or Diploma(s) obtained:</i>	Certified Lean Six Sigma White Belt

<i>Institution/Education Provider</i>	Up! Your Service
<i>Date:</i>	02/2016 – 02/2016
<i>Degree(s) or Diploma(s) obtained:</i>	UP! Your Service Change Leader for Romania

<i>Institution</i>	BMW Academy Munich
<i>Date:</i>	02/2015 – 03/2015
<i>Degree(s) or Diploma(s) obtained:</i>	Certified Dealer Rollout Consultant – Premium Retail Experience Program

<i>Institution</i>	Metasysteme Coaching, Alain Cardon
<i>Date:</i>	07/2010 – 03/2012
<i>Degree(s) or Diploma(s) obtained:</i>	Advanced Coaching Skills, principal subjects: Team Coaching, Risk Management, Team Diagnosis, Delegative Process

<i>Institution</i>	Coaching Institute - Romania
<i>Date:</i>	09/2007 – 03/2009
<i>Degree(s) or Diploma(s) obtained:</i>	Practitioner Coach

<i>Institution</i>	Erudio - Romania
<i>Date:</i>	03/2007 – 09/2007
<i>Degree(s) or Diploma(s) obtained:</i>	Postgraduate Diploma in Creative Leadership

<i>Institution</i>	Human Synergistics International® USA
<i>Date:</i>	09/2005 – 07/2006
<i>Degree(s) or Diploma(s) obtained:</i>	Certified Consultant in Organisational Culture, Advanced Instruments

<i>Institution</i>	LIFO® International
<i>Date:</i>	09/2003 – 02/2004
<i>Degree(s) or Diploma(s) obtained:</i>	Certified LIFO® Consultant (personal development instruments)

<i>Institution</i>	Academy of Economic Studies & Washington University
<i>Date:</i>	09/2000 – 07/2002

<i>Degree(s) or Diploma(s) obtained:</i>	Professional Business Counselor
<i>Institution</i>	Academy of Economic Studies
<i>Date:</i>	09/1991 – 07/1996
<i>Degree(s) or Diploma(s) obtained:</i>	University degree in Macroeconomics, Principal

7. Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references	City, Country	Summary of activities performed relevant to the Assignment
May 2002-present	<p>Employing organization Customer Focus Romania UP! Your Service Romania Title/position. CEO/ Service Culture Expert/ Master Trainer</p>	Bucharest, Romania	<ul style="list-style-type: none"> ■ Training Projects and facilitation programs: leadership, change management, personal effectiveness, people management, organizational and interpersonal communication, teamwork, team coaching, project management, personal development, train the trainers, customer service, operational excellence ■ Diagnoses and Transformation Projects: organisational culture diagnose (Human Synergetics International Method and Service Culture Indicator) interpreting the results, workshop facilitation for management teams, assisting and supporting top management teams in cultural transformation, leadership alignment, measuring the results ■ Customer Service Projects: organising and conducting customer service surveys, facilitating workshops for Superior Customer Service Strategies, customer service training and coaching, customer experience mapping. ■ HR Consulting Projects: Recruitment and selection activities for Senior Management Teams, talent management programs, assessment centers, personal development plans, 360 degree evaluation, retention strategies, human resources procedures (recruitment, induction, exit, retention, career development), benefits design ■ Coaching Projects: individual coaching, team coaching, executive coaching <p>Clients industry: manufacturing, technology,</p>

			automotive, business services, education, hospitality, insurance, logistics, farmaceutical, telecomms, travel, retail
2012-2017 (long-term project)	Employing organization Frankfurt School of Finance & Management Title/position: Trainer for the Micro & SME Banking Summer Academ	Frankfurt, Germany	<ul style="list-style-type: none"> Course design, training materials development and delivery of Leadership training "Service Leadership/Learning to Lead" for multi-cultural groups of executives from micro-financing institutions
09/2014 – 2016 (long-term project)	Employing organization: Frankfurt School of Finance & Management DEG Lovcen Bank Title/position: Human Resources Consultant I was contracted by Frankfurt School of Finance and Management for a 2 year project	Pogorica, Montenegro	<ul style="list-style-type: none"> Kick-off meeting, conduct institutional assessment with a focus on existing HR policies and procedures, mapping of key findings and definition of priority areas in the field of HR development and management Support in the ongoing recruitment of vacant or newly created positions, assist in the development of recruitment policies and procedures Assist in the development of a long-term HRM strategy that helps the institution in its sustainable conversion into a bank and in hiring and retaining a satisfied staff Support in the development of job descriptions and profiling for all key positions to be assigned, comprised of professional qualifications, professional experience, and personality. Support Lovcen Bank in becoming an employer of choice on the Montenegrin job market for bankers Set-up performance measurement and incentive structure scheme in line with the overall objectives and growth strategy of Lovcen Bank, including development of quantitative and qualitative key performance indicators for management, operational staff and non-operational staff Support Lovcen Bank in establishing a training strategy for all existing and newly

			<p>developed business lines</p> <ul style="list-style-type: none"> Develop training materials for all business lines Develop materials and conduct ToT Moderation of strategic workshop to define Vision, Mission, Values and strategic objectives of Lovcen Bank applying the systemic coaching method
3/2014–2017 (long-term project)	<p>Employing organization: BMW Romania/BMW Europe</p> <p>Title/position: Dealer Rollout Consultant, Expert in Customer Treatment Retail Performance Management Expert I was trained for this project by BMW Academy Munich</p>	<p>Germania (Munich) România (București, Timișoara, Iași, Cluj, Sibiu, Târgu Mureș, Brăila, Oradea)</p>	<ul style="list-style-type: none"> Assisting the BMW Romanian dealers (independent entrepreneurs) in service culture transformation and improving Performance Management Health Check Procedure with a focus on Retail Performance Management Training and Coaching in Retail Performance Management Training and coaching in BMW EPoS Standards (Enhanced Point of Sales) Training and coaching in Customer Treatment Consulting for the Product Genius Position (the new role in BMW sales funnel) Coaching the dealers (entrepreneurs for increasing business results)
01/2004 – 10/2004 (long-term project)	<p>Employing organization: International Development Ireland (Phare RO 108.01.01.01.01) Romanian Government, Ministry of European Integration</p> <p>Title/position. Human Resources Local Expert</p>	<p>Bucharest, Romania</p>	<ul style="list-style-type: none"> Preparing the Human Resources Procedures for the Ministry of European Integration Preparing the management teams to lead their organizations to EDIS accreditation (Overall Co-ordination, Policy, Programming and Decentralisation Project EDIS stage 2). The intervention had a strong focus on improving HR Management policies and practices for the Regional Development Agencies. Preparing Personal Development Plans for 60 employees The intervention included writing procedures, training, project management, need assessment, coaching and consulting

1998 -2001	<p>Employing organisation: Nationale Nederlanden Romania</p> <p>Title/position. Consultant/Unit Manager/Product Trainer/Marketing Ambassador</p> <hr/>	Craiova, Drobeta- Turnu Severin, România	<ul style="list-style-type: none"> ▪ Incorporate company procedures and policies in operations of business unit. ▪ Monitor and review project activities and ensure its completion within scheduled time and budget. ▪ Manage business activities focusing on financial and strategic growth of organization. ▪ Create new marketing strategies ▪ Build strong relationship with the customers in order to maintain good revenue growth. ▪ Create harmonious working environment, train and mentor staff and motivate all team members to perform efficiently. ▪ Coordinate with Marketing team to develop and implement operational plans for new product launches ▪ Work on requirements provided by senior management whenever required.
1997 - 1998	<p>Employing organisation: Lemcor Craiova</p> <p>Title/position Marketing Specialist</p> <hr/>	Craiova, România	<ul style="list-style-type: none"> ▪ Ensuring the relationship with the customer during the after-sales process ▪ Creating marketing strategies for external markets ▪ Checking the quality of products ▪ Drafting sales-purchase contracts ▪ Elaboration of product campaigns ▪ Supervision of competition actions ▪ Establishing product and delivery quality standards
1996- 1998	<p>Employing organisation: Lamda Distribution</p> <p>Title/position Area Sales Manager Oltenia</p> <hr/>	Craiova, Drobeta- Turnu Severin, Târgu Jiu, Râmnicu Vâlcea, Slatina,	<ul style="list-style-type: none"> ▪ Tracking sales and receipts ▪ Concluding sale-purchase contracts with distributors in the Oltenia region

		România	
--	--	---------	--

8. Language skills: (Mark 1 to 5 for competence, 5 being the highest)

Language	Reading	Speaking	Writing
English	5	5	5
French	4	3	3
Italian	4	3	3

9. Professional skills in organizational development and human resource management:

- Human resources management
- Coordinating and guiding organizational transformation and restructuring processes and redesigning workflows / processes to ensure quality customer service
- Elaboration of recruitment strategies, coordination and guidance of employee evaluation and development processes to deliver company objectives
- Excellent skills to formulate and implement improved training programs
- Excellent skills for designing, preparing and facilitating learning programs for managers

10. Management skills

- Excellent organizational and managerial skills
- Vision and strategic thinking, initiative, critical analysis oriented towards continuous improvement and achievement of objectives
- Organizational skills, very high autonomy, confidence in the decisions and judgments issued
- Coordinated the processes of internal and external organizational communication

11. Competences of operational excellence and service excellence

- Excellent skills to streamline all processes, avoid and prevent waste, increase productivity, increase and stabilize profits
- Innovation strategies in operational excellence
- Excellent skills in analyzing and improving the external and internal customer experience

12. Articles

<https://www.zf.ro/eveniment/de-ce-singapore-se-mentine-in-top-la-testul-pisa-18659463>

<https://www.zfcorporate.ro/vodafone-business/compania-up-your-service-vrea-sa-ajute-antreprenorii-sa-dezvolte-in-cadrul-firmelor-o-cultura-organizationala-care-sa-ii-ajute-si-cu-retentia-angajatilor-18414026>

<https://www.zf.ro/romania100/100-de-idei-pentru-romania-de-maine-de-la-unii-dintre-cei-mai-cunoscuti-antreprenori-executivi-profesori-sau-cercetatori-din-romania-de-azi-partea-i-17743022>

<https://www.zf.ro/romania100/100-de-idei-pentru-romania-de-maine-de-la-unii-dintre-cei-mai-cunoscuti-antreprenori-executivi-profesori-sau-cercetatori-din-romania-de-azi-partea-a-ii-a-17749231>

<https://www.zf.ro/zf-live/zf-live-elena-calin-francizat-up-your-service-romania-scara-1-10-calitatea-serviciilor-oferte-firmele-private-romania-intre-6-8-clientii-intorc-multumiti-scorul-intre-9-10-17134334>

<https://www.zf.ro/opinii/elena-calin-up-your-service-imagineaza-ti-ca-esti-un-cetatean-care-are-o-problema-care-sunt-sansele-ca-autoritatile-publice-din-romania-sa-ofere-servicii-ca-cele-din-singapore-17881031>

<https://www.youtube.com/watch?v=6CrZUqEJSul>

<https://www.zf.ro/profesii/zf-live-elena-calin-up-your-service-romania-oamenii-din-companii-nu-isi-asuma-greselile-iar-departamentele-se-invinovatesc-intre-ele-17215528>

<https://www.zf.ro/companii/elena-calin-ceo-la-up-your-service-romania-aproape-unu-din-doi-romani-face-o-reclamatie-atunci-cand-nu-e-multumit-de-serviciile-unei-companii-17148775>

<http://www.businessmagazin.ro/opinii/opinie-elena-calin-customer-focus-de-ce-dau-corporatiile-pana-la-2-000-de-euro-pe-zi-pentru-a-si-invata-angajatii-sa-zambeasca-9893249>

<https://www.wall-street.ro/articol/Start-Up/235774/reguli-de-aur-in-relatiile-cu-clientii-pentru-orice-startup.html>

<https://www.wall-street.ro/articol/Careers/233739/cum-iti-construiesti-o-echipa-de-angajati-hotarati-sa-ii-faca-fericiti-pe-clienti.html>

<https://www.wall-street.ro/articol/Social/218835/servicii-de-cinci-stele-oferite-de-guvernul-romaniei.html>

<https://www.businessmagazin.ro/opinii/opinie-elena-calin-ceo-up-your-service-poti-sa-te-bucuri-de-furia-clientilor-17379921>

<https://www.businessmagazin.ro/analize/cum-poate-o-companie-sa-schimbe-perceptia-clientilor-unul-dintre-avantajele-companiilor-este-acela-ca-pot-compensa-experientele-negative-cu-cele-pozitive-17208525>

<https://www.businessmagazin.ro/cover-story/revolutia-in-servicii-15151460>

<https://www.businessmagazin.ro/analize/reputatia-din-ce-in-ce-mai-importanta-17202453>

<https://www.managerexpress.ro/management/servicii-actiune/de-ce-nu-cred-cursurile-gestionarea-clientilor-dificili.html>

<https://www.managerexpress.ro/management/servicii-actiune/clientul-este-mut-sau-furnizorul-este-surd.html>

<https://www.managerexpress.ro/management/servicii-actiune/ce-conteaza-cu-adevarat-servicii-abilitatile-sau-mentalitatea.html>

<https://www.managerexpress.ro/management/servicii-actiune/we-are-ladies-and-gentlemen-serving-ladies-and-gentlemen.html>

<https://www.managerexpress.ro/management/servicii-actiune/9-idei-care-ne-ajuta-sa-fim-cei-mai-buni-parteneri-din-lume.html>

<https://www.managerexpress.ro/management/servicii-actiune/poti-sa-faci-dintr-o-martoaga-un-cal-de-parada.html>

<https://www.managerexpress.ro/management/servicii-actiune/caviar-sau-marmelada-un-articol-pentru-antreprenori-si-nu-numai.html>

21.06.2021