

GABRIEL TRAIAN UNGUREANU



With more than 25 years of business experience, in the last 15 years holding C level positions, I have an integrated business approach, correlating different areas such as: sales, marketing, optimization - digitalization - automation, HR, financial, R&D.

My main expertise consists in the design, setting, development, and maintenance of sales channels, all those being based on solid skills of Strategic and Competitive Analysis, Marketing, Competitive Intelligence, Financial and Business Optimization.

I have also deep concerns in the fields of Sales and Marketing automation, EI, OSINT, CYBERINT, and new technologies' development.

EDUCATION

- 2018 – 2022 **“Mihai Viteazul” National Intelligence Academy, Ph.D. “Economic Security”**
- 2016 – 2018 **“Mihai Viteazul” National Intelligence Academy, M.Sc. “Competitive Intelligence”**
- 2013 – 2015 **National Training and Development Center for Coaches, “Karate Coach”**
- 1999 - 2000 **University “Politehnica” Bucharest, Faculty of Managerial Systems Engineering, M.Sc. “Computer Aided Engineering”;**
- 1994 – 1999 **University “Politehnica” Bucharest, Faculty of “Engineering and Technological Systems Management”.**

CERTIFICATIONS

- 2021 - **EUSEGOV - “Strategic Communication, Governance and Security in the EU”**
- 2017 - **Romanian Banking Institute, “IT&C Elicitation Tools”**
- 2013 - **GTC Agora - “Trainer”**
- 2013 - **GTC Agora - “Project Manager”**
- 2009 - **CELEMI - “Strategic Management”**
- 2000 - **University “Politehnica” Bucharest – “Pedagogy”**

WORK EXPERIENCE

Wolters Kluwer Romania

January 2013 – to present **Executive Director and Member of Managing Board**

- *general management of directorates: sales, customer support, technical assistance, sales support, business intelligence, marketing, training and quality;*
- *overachievement of all objectives and performances criteria of the management contract;*

Wolters Kluwer is a hi-tech corporation presents in over 40 countries across Europe, North America, Asia Pacific, and Latin America. Wolters Kluwer Romania was founded in 2005 since when creates value by combining information, deep expertise and the cutting-edge technologies offering SaaS solutions that improve the quality and effectiveness of legal, paralegal, finance, and management professionals' work.

Alpha Training

October 2016 – to present **Founder, Executive Director**

- *general management*

Alpha Training acting as a C level's business consulting and competitive intelligence company, mainly delivering strategic guidance, M&A's support for business and financial due diligences, competitive intelligence endorsement, and crisis management services. It mainly acts in the business fields as: Distribution, Digital Marketing, Fashion, Software Development, and Health.

National Intelligence Academy

October 2023 – to present **Associate Lecturer**

Intelligence, Intelligence Analysis, Economic Intelligence;

BCR Partner, BCR Erste Group

July 2011 – January 2013 **Executive Director and Member of Managing Board**

- *general management of directorates: sales, marketing, sales support, training and quality;*
- *achievement of all objectives and performances criteria of the management contract;*

BCR Partner was a company which had a new cutting-edge approach to microfinance. The services combine the advantages of mobile telephones with an easy-to-use bank account and debit card. Since 2010, this venture is owned by Banca Comerciala Romana (BCR), the largest bank in Romania and member of the Erste Group.

Patria Credit IFN S.A.

May 2010 – June 2011 **Network Director**

- *sales management and people management for all bank's agencies;;*
- *in charge of target achievement for a wide variety of loan products (PI and SME);*
- *ensure the portfolio quality & collection procedures;*
- *responsible for the overall retail business results;*
- *achievement of all objectives and performances criteria;*

Dec.2009 – Apr. 2010 **Sales and Sales Programs Manager**

- *set-up, launch and running the department from the scratch;*
- *recruiting, selection and development of whole department: support team, training and quality team, and the DSA teams;*
- *set-up, launch, running and supervising the: Variable Pay, Career and Compensation Plans for distribution network and alternative channels, National Training Programs, Monitoring and Supervising Systems; Communications Systems and Procedure;*
- *ensure communication between sales and other directorates: risk, financial-accounting, legal, IT, administrative; coordination the Board Meetings' preps;*
- *overachievement of all objectives and performances criteria;*

Raiffeisen BANK

June 2009 – Nov. 2009 **Manager of Direct Sales Department, Retail Division**

- *sales management and people management for all bank's sales teams;*
- *in charge with targets achievement for a wide variety of loan products (PI and SME, either micro or small entities)*
- *achievement of all objectives and performances criteria;*

Dec. 2006 – June. 2009 **Manager of SME Direct Sales Department, Retail Division**

- *set-up, launch and running the department from the scratch;*
- *sales management and people management for the bank's SME sales teams;*
- *responsible for the overall business results for the teams within the department;*
- *overachievement of all objectives and performances criteria (Excellence Diploma for results);*

GRAWE Romania

July 2005–Nov. 2006

Regional Manager

- *set-up, launch and running the region from the scratch;*
- *sales management and people management for all region's sales teams;*
- *responsible for the overall business results for the teams within the region;*
- *overachievement of all objectives and performances criteria (the best Regional Manager);*

AIG Life Asigurari Romania

Jan 2004 – June 2006

Agency Manager

- *general management of the leading AIG Agency;*
- *overachievement of all objectives and performances criteria (2005 - the best AIG's Agency Manager);*

Jan. 2001 – Dec. 2003

Unit Manager

- *the management of a direct sales team;*
- *overachievement of all objectives and performances criteria (2003 - the best AIG's Unit Manager);*

Jul. 2000 – Dec. 2000

Sales Agent

- *direct sales activities*
- *overachievement of all objectives and performances criteria (2nd place as Sales Agent);*

Idustrialexport

Sep. 1999 – Oct. 2000

Sales Engineer

- *responsible for the exports of complex oil and gas equipment and installations in Italy, Israel, Egypt, Syria, Jordan, Saudi Arabia, Iraq and Iran;*
- *projects management and coordinating the projects' teams;*

TRAINING PROGRAMMES (selection)

“Sales Management”, “Coaching & Development”, “Best Practices for Best Trainers”, “Reliable Management”, “Leadership” – ALICO AIG Life

“Train the Trainer” – GRAWE Academy International

“Communications Skills”, “Practical Leadership”, “Presentation Skills” – T.M.I.

“High Performance Management”, “Human Resources Management” and “Financial Management” modules, Open University Business School & CODECS,

“Micro Risk” – Raiffeisen Bank,

“Micro Risk & Cash-Flow Based Lending” – EFSE

“Neuroscience” - Synergon Consulting

“Ethical Blindness”, “Business of the Brain”, “Business and Compliance” – Erste Business Academy

“Connected Program” – Open Water

“Hacking 4 Defence” – BMNT

“Sales Challenger. Train of Trainers” – Wolters Kluwer - Gartner Excellence Center

“BRAINT, 2020” – “Mihai Viteazul” National Intelligence Academy

“BRAINT, 2021” – MVNIA - “Mihai Viteazul” National Intelligence Academy

The Leadership Evolution Journey – 2023 – Trend Consult

STELL*R Certification - cultural transformation consultant – 2025 – Trend Consult

PERSONAL DETAILS

Romanian nationality. Romanian – first language, English – fluent.

Date and place of birth: November 19, 1975, Romania.

Valid driving license since 1994.

Hobbies: martial arts, photography, chess, shooting.

Multiple National and European Wado-Ryu Karate Champion - Emeritus Master of Sport.

PUBLICATIONS

September 2020 - Ungureanu.GT, **Open-Source Intelligence (OSINT). The Way Ahead**, “Journal of Defense Resources Management” (JoDRM), Vol. 12, no. 1(22)/ 2021, Regional Department of Defense Resources Management Studies (DRESMARA), Brasov, pp. 177-200

December 2020 - Chiru. I, Ungureanu. GT, **Economic Intelligence. In Search of a Conceptual Framework**, “Strategic Impact”, no. 78/2021, CDSSS, Bucharest, 2020, pp. 106-121

December 2020 - Ungureanu.GT, **Particularities of Economic Intelligence as an Information Resource in the Matrix of National Intelligence**, Proceedings of the 15th International Scientific Conference „Defense Resources Management in the 21st Century”, National Defense University „CAROL I”, Braşov, 2020, pp. 256-265

May 2021 - Ungureanu.GT, **Interinstitutional Communication – An Essential Ingredient of Economic Intelligence Systems**, „Crisis Communication and Conflict Resolution”, Delia Pop-Flanja - editor, Presa Universitară Clujeană, Cluj-Napoca, 2021, pp. 102-117

October 2021 - Ungureanu.GT, **Politici economice, intelligence economic și competitivitate națională**, “Uniunea Europeană și sistemul internațional”, Melania Gabriela Ciot - coordinator, Presa Universitară Clujeană, Cluj-Napoca, 2021, pp. 79-98

December 2021 - Ungureanu.GT, **Analysis of the France’s National Economic Intelligence System Architecture**, “Romanian Intelligence Studies Review” (RISR), no 26/2021, “Mihai Viteazul” National Intelligence Academy, Bucharest, 2021

November 2023 - Ungureanu.GT, **Determinarea unui Model Teoretic Optim pentru Platformele Software de Documentare Juridică**, “Dreptul”, no 11/2023, Uniunea Juriștilor din România, Bucharest, 2023, pp 27-37

December 2024 - Ungureanu.GT, co-author, **Metode de cercetare în studiile de securitate și intelligence**, chapter 7, **Metoda Delphi**, “Mihai Viteazul” National Intelligence Academy, Bucharest, 2024