

PERSONAL INFORMATION **Adrian MORARU**

WORK EXPERIENCE

<p>16/05/2020 – to date</p>	<p>Manager, Corporative Strategy & Non-financial Reporting</p> <p>National Power Grid Company Transelectrica</p> <ul style="list-style-type: none"> ▪ Defining the Company's strategic directions and detailed definition of each subsidiary's role in the Group value chain with a view to maximise the Group value, to coordinate and support operational companies when defining / updating their own strategies; ▪ Defining the Company's and subsidiaries' strategic targets, together with the Company management; ▪ Elaborating / periodically updating the Company strategy; ▪ Drawing up analyses and reports for the management, with respect to the international and European trends of regulatory, environmental, competition, etc. regulatory policies (factors that can influence the industrial trends); ▪ Elaborating analyses and reports about the macro-economic environment and detecting the macro trends that can impact the industry, the major industrial trends, namely the external risks which might impact the Company's activities and the subsidiaries'; ▪ Market analyses and elaborating reports about the financial and non-financial benchmark and performance of the main industrial players, their strategic moves including: strategic targets, budgets, initiatives, investment strategy, strategic partnerships, as well as extension plans, key operational performance indicators, services and products, digital development resulting in the strategic mapping of competitors (in the subsidiaries' context) and players on adjacent markets (in the Company's context); ▪ Proposing measures and actions that shall improve the Company's strategic position; monitoring their implementation; ▪ Participating to managerial consultative committees, internal commissions etc. constituted Company-wide, as the case may be; <p>Business or sector Energy</p>
<p>01/02/2017 - 16/05/2020</p>	<p>Head of the non-financial reporting & corporative responsibility department</p> <p>National Power Grid Company Transelectrica</p> <ul style="list-style-type: none"> ▪ Implementing and developing the corporative social responsibility (CSR); ▪ Maintaining an active relationship with stakeholders and providing a proper information flow to all interested parties in assessing the Company's non-financial profile and development; ▪ Communication with institutional investors, intermediaries, investment consultants, financial analysts upon their request about the issued non-financial reports; ▪ Gathering all data / information (with accurate sufficient certified content) as required for non-financial reporting and their dissemination to stakeholders in accordance with the requirements provided in applicable legislation; ▪ Drawing up the Company's non-financial reporting upon established dates in accordance with the provisions of applicable legislation; <p>Achievements:</p> <ul style="list-style-type: none"> - By coordinating the non-financial reporting of the managed department, it has succeeded elaborating the first Sustainability Report of Transelectrica, which was executed in accordance with the International Global Reporting Initiative Standard and thus we were in the first 3 Romanian companies that published such a report on the GRI platform in 2018 (https://database.globalreporting.org/organizations/17570/). This report represented the main document which Transelectrica has used in all communications and conferences it participated to, and it has been disseminated to all detected stakeholders; - The first report published (related to 2017) fell under Bronze category in Romania CSR Index 2019 following the analysis of The Azores, Transelectrica being placed in the first 12 Romanian companies in terms of transparency, the number of provided indicators and entirety of information presented in the report; - In 2019 we managed to render the reporting efficient and doubled the number of reported articles, elaborating a Sustainability Report according to GRI Standards for the second year in a row;

	<p>In parallel I coordinated the application of the Company's Corporate Governance Strategy of Transelectrica, in cooperation with the Corporate Governance Department, which was proposed for implementation in 2019. Such Strategy has proposed a set of methods and instruments to render efficient the corporate governance activities in the context of strictness imposed by the Company's quotation on the Bucharest Stock Exchange;</p>
	<p>Business or sector Energy</p>
05/10/2015 – 31/08/2017	<p>Specialist of corporate governance</p> <p>National Power Grid Company Transelectrica</p> <ul style="list-style-type: none"> ▪ Elaborating the Company's corporate governance policy and development strategy; ▪ Applying to one's own activities the Company's development policies and strategies, as well as the related programmes; ▪ Elaborating the Organisation and Operation Regulation (ROF) of the organisational unit as component part of the Company's ROF; ▪ Maintaining an active relationship with investors; periodical contacts with financial analysts and providing a proper information flow to them; ▪ Participating to elaborating the presentations associated to the Company's periodical reports in accordance with the Financial Reporting Calendar; ▪ Participating to the implementation and development of corporate social responsibility policy;
	<p>Business or sector Energy</p>
01/05/2014 – 05/10/2015	<p>Information analyst for the business environment</p> <p>Honesto Media SRL</p> <ul style="list-style-type: none"> ▪ Detecting the need of information for various compartments and executing a competitive intelligence implementation plan; ▪ Consultancy with a view to find optimum competitive intelligence solutions for companies; consultancy to detect the need and planning the counter-competitive intelligence; ▪ Drawing up competitive intelligence studies to enter a market segment; devising a training programme for competitive intelligence; ▪ Consultancy with a view to found and develop the company's strategy at all three levels (corporate strategy, business strategy & functional or operational strategy);
	<p>Business or sector Energy</p>

EDUCATION AND TRAINING

01/22/2013 – 14/11/2018	<p>Doctor degree in economic science and business administration entitled Integrated Analysis of information in the competitive environment – effective lever for the company to obtain sustainable competitive advantages</p>	
	<p>Advanced Study School of the Romanian Academy, Bucharest</p> <ul style="list-style-type: none"> ▪ The doctorate thesis aimed at proposing an application guide for the specific methods and techniques of competitive intelligence activities, tailored for the specific features of Romanian companies. During such doctoral preparation I focused on the significance of the competitive intelligence notion in the context of constituting the company strategy, with emphasis placed on the demand of sustainable competitive advantages. 	
01/10/2011 – 01/09/2013	<p>Master's degree, Business Communication</p>	
	<p>Academy of Economic Studies, Bucharest, Faculty of Economics, Buharest</p>	

01/10/2011 - 01/06/2011		Bachelor's degree, Economy and economic communication in business	
		Academy of Economic Studies, Bucharest, Faculty of Economics, Bucharest	

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

Communication and inter-personal competence

Developed business communication abilities acquired under the master's programme of the Academy of Economic Studies, Bucharest, but also during previous professional experiences.

Organisational / managerial skills

Good organisational competence and managerial abilities acquired by the management activities performed on the previously-mentioned jobs.

ADDITIONAL INFORMATION

- Publications
- Presentations
- Projects
- Conferences
- Seminars
- Honours and awards
- Memberships
- References

Projects

From 11.06.2014 to 11.12.2015 I was a bursar for doctor degree in the 'Romanian culture and European cultural models; research, synchronisation, sustainability' project of the Romanian Academy, Information Science research theme, with the research study Integrated Analysis of information in the competitive environment – effective lever for the company to obtain competitive sustainable benefits, Academician Florin Gheorghe Filip being my tutor and coordinator.

By this project I managed achieving a research stage with the University of Vienna, Business, Economy and Statistics Faculty, Business Administration Department, under the coordination of Professor Dr H.C. Josef WIndsperger. The stage interval was 01.05.2015 – 01.06.2015, with the purpose to find new methods to develop my doctorate thesis and grow its added value by using the obtained information and observe the practical approach of the competitive intelligence notion within a prestigious business faculty.

Workshops

Participant to CRS Overview workshop organised by BusinessMark on 7 December 2016.

Conferences

Participant to the International Conference 'European Cultural Models, synchronising, sustainability', which took place in Aula Magna of the Romanian Academy, 1-2 October 2014;

Participant to the International Conference 'Lumen- Rethinking Social Actions; Core Values', organised on 16-19 April 2015, submitting the paper entitled 'Intelligence as a factor of production in the post-crisis economy', which was accepted also for publication in a BDI indexed magazine;

Participant to the International Conference 'Intelligence in the Knowledge Society' organised on 16-17 October 2015, submitting the paper entitled 'National economic competitiveness through economic intelligence';

HONORARY DISTINCTIONS AND AWARDS**Distinctions**

3rd prize in the 2010 Scientific Research Session, Academy of Economic Studies, Bucharest

On 04.03.2001 I won a contest organised by Corint Publishing House on the 'Illusion of capitalism in Romania'. The selection used an essay sent by participants and mine was selected next to other 4 finalists; after an discussion about topical economic issues I was declared the winner and the summary of such debate was broadcasted on TV on The Money Show, 04.03.2011. Being my first experience with a broadcasted emission I deem the communication aptitudes provided previously have been proven thereto. At the same time after such contest I had the opportunity to publish economic articles on the online platform standard.ro, authoring a few topical articles for that time.

I was also a finalist of the Costin Murgescu contest of economic research of March 2012, where I submitted an essay written in English on Capitalism – the best solution of the modern economy or the best way to get rich.

SUBMISSIONS UNDER THE DOCTORAL PREPARATION PROGRAMME

Papers submitted at the exams I passed:

- 1) Contemporary economic theories; Models and policies of sustainable development – 'Impact of externalities generated by the integrated analysis of competitive information'
- 2) Management – 'Particular features of managerial functions under the integrated information analysis'
- 3) Economy and mathematical techniques applied in economy – 'Estimating the relationship between profit, salary costs and labour productivity of a group of IT companies'
- 4) Human resources management – 'Impact of human resources' training and education in the integrated competitive information analysis over the performance and macro-economic indicators'

Papers submitted under the research project:

- 1) "Dependence of the integrated analysis of competitive information on the quality of the company's human capital"

Papers submitted under reports:

- 1) Integrated analysis of competitive information
- 2) The company's obtaining sustainable competitive benefits by using the integrated analysis of competitive information

Articles

Adrian Moraru, 'Impact of externalities generated by the integrated analysis of competitive information', published in The Annals of the University of Oradea, Publishers of the University of Oradea, economic science section, Volume XXIV, no. 1 / July 2015, pages 85-94, ISSN 1122-569X for the printed variant, ISSN 1582-5450 for the electronic variant, Oradea, website: <http://anale.steconomeuoradea.ro/>

The magazine is indexed in the international databases RePEc, EBSCO, DOAJ and SCIPIO.

Adrian Moraru, 'Intelligence as a factor of production in the post-crisis economy', paper submitted at the International Conference Rethinking Social Actions; Core Values, 16-19 April 2015, organised by Lumen Publishing House. The article was published in the Postmodern Openings magazine, Lumen Publishing House, Volume 6, no. 1 / June 2015, pages 109-118, ISSN 2068-0236 for the printed variant, ISSN 2069-9387 for the electronic variant, Iasi, website: <https://postmodernopenings.com/>

The magazine is indexed in the international databases RePEc, EBSCO and Index Copernicus.

Adrian Moraru, 'The contribution of human capital to analysing information in the competitive environment as part of the competitive intelligence process', published in Postmodern Openings magazine of Romania's Lumen Publishers, volume 8, no. 3 / 2017, pages 35-45, ISSN 2068-0236, ISSN-L 2068-0263, ISSN-e 2069-9387.

The magazine is indexed ESCI, Web of Sciences WOS; EBSCO; ERIH; Google Scholar; Index Copernicus; Ideas RePeC; Econpapers; Socionet; CEEOL; Ulrich ProQuest; Cabell, Journalseek; Scipio; Philpapers; SHERPA/RoMEO repositories; KVK; WorldCat; CrossRef; J-GATE

Adrian Moraru, 'Pro-cycle-city and the absence of sound economic foundation – causes of Brownian economy occurrence in Romania', published in the Economist magazine, no. 6 / 2018

Adrian Moraru, 'Romania's economic growth – illusory indicator of improved living standard', published in the Economist magazine, no. 1 / 2019

Adrian Moraru, 'National plan to pass to Euro, between an ambitious prospect and practical inapplicability', published in the Economist, no. 6 / 2019

Adrian Moraru, 'Short analysis of adopting wage-led-growth-centred economic policies in Romania', published in the Economist, no. 11 / 2019

Adrian Moraru, 'Popper vs. Tales or how the state is ignoring both white and black swans', published in the Economist, no. 4-5 / 2020

Adrian Moraru, 'Europe's energy future in the Green Deal context', published in the Economist, no. 7-8 / 2020

UNIVERSITY COOPERATIONS

01/10/2014 – to date

'Competitiveness by information in business consultancy' course

I have cooperated with an associated lecturer from the University of Bucharest, Business Administration Faculty, Master Course of business administration to devise and teach the Competitiveness by information in business consultancy course. Such cooperation occasioned me an active participation to determining the course topics and its teaching together with the associated lecturer, for the master course students of the 3rd year.

SPECIAL PROFESSIONAL ACTIVITIES

01/03/2017 – to date

Executive Director General, Association of the Analysis and Forecast Centre for Strategic Directions

27/05/2020 – to date

Chairman of the Board of Administration with Co. Allsys Energy SA