



Ciprian Constantin DUMITRU

WORK EXPERIENCE

2015-Present	Director General New Challenge Marketing Research SRL
2006-2015	Human Resources Manager SC Future Marketing SRL
2004-2005	Human Resources Manager SC Marketing Mentor Consulting SRL
2000-2004	Store Manager – Operations Dpt. McDonald's Romania SRL
1999-2000	Store Manager – Operations Dpt. McDonald's Ukraine Ltd
1998-1999	First Assistant Manager – Operations Dpt. McDonald's Ukraine Ltd
1996-1998	Second Assistant Manager – Operations Dpt. McDonald's Romania SRL
1995-1996	Crew Member – Operations Dpt. McDonald's Romania SRL
1992-1995	Substitute teacher – History School No. 3 – Popești-Leordeni / Ilfov County

HIGHER EDUCATION

1996-2000	Law Faculty Romanian-American University
2000	Bachelor's Degree – Law Faculty A. I. Cuza Police Academy

2001-2002 Post-graduate studies/ „International relations“

PROFESSIONAL ASSOCIATIONS

2007 Marketing Research Association
2015 MSPA

LANGUAGE SKILLS

	Speaking	Writing	Reading
English	Advanced	Advanced	Advanced
Russian	Advanced	Intermediate	Intermediate

COURSES AND TRAININGS

- 1997** „Basic Operations Course“ (BOC) - **McDonald’s Romania SRL**
- 1998** „Intermediate Operations Course“ (IOC) - **McDonald’s Ukraine Ltd**
- 1998** „Applied Operations Course“ (AEC) - **McDonald’s Ukraine Ltd**
- 2003** „Business Leadership Practices Course“ (BLP) – **Hamburger University Munchen**
- 2003** „Basic and Methods in Offensive Marketing“ – Ludwig Maximilians University Munchen
- 2003** Professional skills Certificate – Restaurant manager – Council for Labor Standards and Certification, Romania
- 2008** „Operations Training Workshop“ – MSPA Europe Berlin
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SKILLS AND EXPERIENCE

- Activities to improve customer relations and satisfaction through: opinion polls on customer/employee satisfaction, quality checks, customer seminars, sales training design, consolidation of market/competition information sources.
- Providing assistance to Partners while preparing the Business Plan, designing projects/programs meant to increase sales and market share. Assessing the Partners’ business and anticipating future trends of the market on which they operate.
- Providing assistance in projects meant to reduce costs and maximise value by implementing strategies related to the creation of offers, price calculation and profit margins.
- Providing assistance to Partners in gaining recognition and trust as far as social responsibility is concerned.
- Providing assistance to Partners in implementing, maintaining and improving quality and safety standards - using specific quality measurement processes.