



CURRICULUM VITAE - Radu Francis FLORESCU

Born: 1961
 Nationality: American & French (dual-national)
 Fluent Languages: French – English – Romanian

Education: Bachelor of Science, Marketing & Finance
 Boston College School of Business 1979–1983

Contact: Bucharest, Romania

BUSINESS HISTORY

2016 - present: **Chief Executive Officer – CHEIL | CENTRADE South East Europe**

Cheil|Centrade is the leading full service, digital, integrated communication company and regional hub for Cheil in South-East Europe (11 markets), coordinating creative and communication strategy for multi-national clients including Samsung, Raiffeisen Bank, Mondelez, Engie and Pfizer, to name a few. Cheil/Centrade is part of the International Holding Centrade USA, with operations in Bucharest, Houston, Budapest, Belgrade and Zagreb. Centrade USA also retains majority interest in Chainsaw Europe, Kubis Interactive, Cable Direct, FMCG Communications and Epidemic Worldwide.

Dates	Location	Company	Position
2015	Bucharest, Romania	CENTRADE Integrated Romania	Chief Executive Officer
In 2015, under Radu’s leadership, Centrade Integrated established itself as the leading independent communication companies in Romania and a hub in the Balkan region for leading international clients.			
1992 – 2014	Bucharest, Romania	CENTRADE Saatchi & Saatchi Romania	Chief Executive Officer
Over a span of 20 years, Radu lead Centrade Saatchi& Saatchi Romania as the leading communication group in Romania, with turnover exceeding \$50 million and 240 staff. Group companies included Saatchi & Saatchi, Zenith Media, Saatchi & Saatchi X – in-store marketing, Saatchi & Saatchi PR, Pantone production, Kubis and Cable Direct. Radu’s main responsibilities included the financial performance and strategic planning for group and the coordination of network clients across the Balkan region (Toyota, Kraft, Procter & Gamble).			
1990 – 1992	Bucharest, Romania	Centrade USA	Director of Business Development
Principle founder of Centrade USA.			

<p>Founded and capitalized Centrade USA via private individual investors and lead media acquisitions in Romania.</p> <p>Formulated and coordinated new business strategies for both Romania and the U.S cementing Saatchi & Saatchi affiliate in 1992. Launched and secured first commercial sponsored programming in the history of Romanian television</p>			
1987 – 1989	New Jersey, USA	Tricon USA	Commodity Trader
<p>Responsible for all trading activity for 100 million USD fund on behalf of Tricon trading group.</p> <p>Responsible for coordination of research and investment analysis reporting-directly to Chief Executive Officer. Responsible for commodity fund trading and fixed securities on both the New York Mercantile Exchange and the New York Stock Exchange. Provided analysis of trading activities for European bourses and named lead-trader on behalf of the group for overseas investment opportunities.</p>			
1985 – 1987	Paris, France	Fretoil	Account Executive
<p>Responsible for barge trading (oil, heating oil, gasoline) in Europe. Lead trader for heating oil transactions in Paris office. Achieved highest turnover among all heating oil trading activities during 2-year tenure and was responsible for overseas transactions with U.S firms. Responsible for liaising with U.S, operations and trading floor counterparts on New York Mercantile Exchange.</p> <p>Responsible for client relations with major oil companies throughout Europe.</p>			
1983 – 1985	New York, USA	Shearson Lehman Hutton	Floor Trading Operations
<p>Responsible for floor trading operations on NYMEX (New York mercantile Exchange). Coordinated all futures trading activities for oil and precious metal commodities and managed communication with trading desk via central office.</p> <p>Implemented and supervised reconciliation of daily trading activity in excess of \$100 million dollars. Managed floor trading staff and clerks and work flow for Shearson Lehman Hutton.</p>			

Other None-Executive Responsibilities:

- Member of ELECTRICA SA Board (Romanian Electricity distribution and supply company), 2019 - present;
- Member of TAROM Board (Romanian National Airline), 2015 - 2017;
- Trustee for Governor Martin O'Malley's "Presidential Bid for the US Presidency", 2015;
- Country Chair Democrats Abroad and Chair for American Romanians for Biden/Harris, 2020;
- Project Manager for Public Awareness Campaign to Prevent Abandonment of Children in Romania. Secured \$8 million of donated media time to help support the awareness campaign, coordinated consortium team of experts and managed project

in conjunction with the National Authority for Child Protection, the Government of Romania and the EU delegation.

Membership of professional bodies:

- Founding member IAA (International Advertising Association) - Member of the Board. Vice-President 1996-2000;
- Chairman Advisory Board ASEBUSS, Bucharest, Romania. EMBA program ASE/University of Washington – 1998 to present;
- Member of the Board Junior Achievement Program, Bucharest, Romania, 1998 - present;
- Co-founder and President of the Romanian Association of Advertising Agencies (UAPR), 1999 - 2015; Vice-president of UAPR, 2015 – present.
- Member of the European Board of the EACA representing Romania & Eastern Europe to Brussels (2012 – 2014, 2016 – present);
- Board member and vice-president of the American Chamber of Commerce in Romania (2013 – 2015, 2016 – 2019);
- Board member of AIESEC Romania (International Association of Students in Economics), 2000 - present;
- Member of the Board of OvidiuRo;
- Member of the Advisory Board for Principesa Margareta Foundation;
- President and member of the Board of United Way, Romania, 2004 - present.

Other relevant information:

- Donated (via family) and founded 50 hectare working farm (Adunati Copoceni) focused on assisting underprivileged children from Bucharest and surrounding villages;
- Promotion and support on behalf of Romania's entry into the EU & NATO;
- Logistical support for President Clinton's visit to Romania in 1997;
- Co-director for "Romanian-Americans for Obama" Committee.