

Daniel Popa

Professional Summary

Dynamic and goal-oriented executive leader with a robust over 20-year track record in the real estate and construction sectors. Proven expertise in business development, strategic planning, compliance, financial oversight, and negotiation. Renowned for driving significant achievements and fostering innovation in challenging environments, delivering excellence in management, customer service, and operations while consistently meeting international standards.

Work History

Reynaers Romania – Country Manager
Bucharest, Romania 01/2006 – Current (17 years)

- Orchestrated strategic business development initiatives, forging valuable relationships with Real Estate Investors and realizing substantial market share growth.
- Personally recruited, mentored, and cultivated high-performing Sales, Technical, and Customer Service teams.
- Conducted thorough research to draft and update policies, procedures, and guidelines, ensuring strict adherence to international standards.
- Formulated and executed annual sales and operations plans, consistently exceeding objectives.
- Established and upheld top-tier service standards in collaboration with internal teams, contributing to elevated customer satisfaction.
- Inspired and galvanized staff, resulting in remarkable productivity enhancements.
- Expanded the company's network of partners and developers within the country, fostering key stakeholder relationships.
- Maintained a top 3-provider position out of 14 in the market, as evidenced by market statistics.
- Presented at numerous conferences and served as a public speaker on industry-related topics.
- Prepared annual budgets and delivered monthly financial performance reports.
- Fostered strong relationships with prominent developers, including One United, Speedwell, Forte Partners, Metropolitan, Tiriac Imobiliare, Axis Development, River Development, Novum invest, AFI Europe, Atenor, Maurer Imobiliare, Alesonor, Radacini Development Iulius Group, Portland Trust, and others (References available upon request)*.

Alumil Rom Industry – Area Sales Manager
Bucharest, Romania 03/2003 - 12/2006 (3 years)

- Guided and cultivated the sales team in the Bucharest area, consistently achieving and surpassing annual sales targets.
- Collaborated closely with the team to drive customer service and operations excellence, creating a culture of high performance.
- Established enduring and productive partnerships with customers through consistent and constructive policies.

Expopalet – Area Sales Manager 01/2000 – 03/2003 (3 years);

- Responsible for new agreements with partners and suppliers
- In-house implementation of specific procedures
- Setting cost-efficient policies
- Business development in South Region

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Skills

Leadership, management, product knowledge, effective negotiation skills, positive reinforcement, authenticity, public speaking, adaptability, confidence, promptness, globally-target, open mind, projects management, strategic, analytical, stress-resistant.

Education

- Academy of Economic Studies
- Commerce & Management 2005
- Cybernetics – Economic Informatics 2003
- Different trainings and programs:
- Management, Leadership, Finance, HR, Marketing, Sales.
- BREC – Real Estate Academy
- English : Fluent;

Honors and Awards

- Top100 Nominee Most influent peoples from industry
- CEO of the Year – Nominee Top 10 (Business Magazine)
- CIJ Best Façade Solution Provider - winner 2023
- CIJ Best Façade Designer – Reynaers – winner 2019
- CIJ Best Material Supplier - Reynaers – winner 2018
- Euro Fereastră – Award of Excellence
- FPSC – Star Construct 2018 – Award for Development of the Construction Industry Sustainability & CSR
- Belgian Chamber of Commerce – Inspiring the future champion 2023