

Paul Micheș

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PROFESSIONAL PROFILE

I am an experienced leader with a strong track record of driving organizational growth and customer satisfaction through strategic vision and execution. Skilled in revenue generation, profit enhancement, and resource optimization, my expertise lies in organizational development and leadership.

I have held regional roles in Europe and Central East Europe, and made significant contributions in Romania, continually improving my ability to shape visionary strategies and guide businesses toward lasting growth.

PROFESSIONAL EXPERIENCE

03/2021 – Present **Independent Board Director & Strategic Advisor - *Quercus Solutions***

- As an Independent Board Director, I provide strategic direction and oversight, contributing to the company's vision, mission, and core values.
- Participating in board meetings on topics such as strategy, financial reviews, investment decisions, and market competitiveness.
- Specializing in management consulting, competitive analysis, corporate strategy, operations management, and human resources optimization, I offer expert advisory services through Quercus Solutions.
- I foster trust and open communication while actively engaging in problem-solving, promoting integrity, and responsibility.
- Taking the role of Chief Transformation Officer, I facilitate organizational transformation processes and guide clients through successful implementations.

10/2010 – 10/2020 **Country General Manager - *Tech Data/Avnet Romania***

- Pioneered a business model and nurtured an innovative and exciting company culture that fueled consistent market share growth, resulting in a multi-million-euro business with a CAGR exceeding 30%.
- I sustained profitability levels surpassing industry standards by diversifying product and service offerings and expanding team expertise.
- Formulated and executed local strategies, overseeing the country's P&L and resource allocation.
- In several years, we have put together a strong portfolio of enterprise vendors: IBM, Oracle, Dell, EMC, Microsoft, VMware, Veeam, CheckPoint, Lenovo, Veritas, etc. For some of them we secured exclusive distribution agreements and served as a local representative, undertaking the challenging efforts of establishing markets from the ground up.
- I have recruited and cultivated high-performing teams, ensuring employee well-being and fostering strong customer and supplier relationships.
- My extensive local market knowledge helped identify growth opportunities through deep insights into customers, suppliers, and competitors.

11/2009 – 09/2010 **Executive Director - *Scop Computers SRL, Romania***

- Collaborated with company leadership to initiate a restructuring and transformation process for organizations facing profitability challenges in evolving market conditions.
- Conducted comprehensive business analysis, optimizing resource allocation and establishing a new functional area for budgeting, analysis, and forecasting.

- Introduced a KPI system to create Balanced Scorecards, enhancing performance monitoring.
- Restructured sales and marketing departments to boost efficiency and internal communication.

06/2007 – 11/2009 EMEA Business Development Manager - *Microsoft Ltd., UK*

- Crafted regional growth strategies and negotiated significant partnerships at the board level, driving expansion into the consumer market.
- Led change management initiatives and devised strategic plans to engage field teams effectively.
- Established strong relationships with business partners, local governments, and commercial and non-commercial organizations.

01/2006 – 06/2007 EMEA Sales & Marketing Readiness Manager - *Microsoft Ltd., UK*

- Oversaw internal readiness activities across the EMEA region, collaborating with leadership teams in six areas to develop tailored readiness plans.
- Implemented a comprehensive internal readiness strategy and partnered with prestigious business schools to create the EMEA Regional Leadership Readiness Program.

12/1996 – 01/2006 SMS&P Sales Director - *Microsoft Romania & South East Europe*

- Lead the growth of Microsoft Romania's Small Mid-Market Solutions and Partners (SMS&P) division from its inception to a business generating over 60M Euro with a team of 25+ professionals.
- Achieved an average SMS&P team growth rate of 50%, one of the highest worldwide.
- Formulated and executed SMS&P vision, strategy, and business plans.
- Established a highly efficient sales department with consistently high Organizational Health Index scores.
- Received Microsoft President Awards in 1999 and 2004 and was selected for the Microsoft Key People Program for Europe Middle East and Africa.

06/1994 – 12/1996 Senior Sales Representative - *Arexim SA*

- Earned recognition as the "Most Effective Salesman" for three consecutive years, attaining outstanding sales results and customer satisfaction.

04/1992 – 06/1994 Technical Support Director - *A&C International*

- Accumulated valuable technical expertise in complex IT environments, ranging from CAD systems to document management.

EDUCATION

- MBA Program - Open University Business School, UK
- Bachelor of Science in Electronics and Telecommunications
- Faculty of Electronics and Telecommunications, Bucharest
- EMEA Leadership Readiness Program -London Business School
- Professional Development
 - Power of Leadership
 - Management Essentials
 - Leading Teams
 - Leading Change

VOLUNTEERING

- Member of Rotary Club
- Antreprenoria - Business Mentor
- Asociația pentru Valori în Educație - Business Advisor