

# Dan Paiuc



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## Director of Procurement & Operations

*Career success leading international procurement and operations for high growth organisations*

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Accomplished and results oriented professional with global experience leading strategic procurement, global retail business development, mergers and acquisitions, and developing high performance teams that exceed all organisational objectives. Expertise in creating processes and initiatives that improve costs, quality, and delivery in fast-paced environments where keen business, financial and commercial acumen are keys to success.

15+ years history of success delivering continuous improvement projects taking complex situations and simplifying them through advanced knowledge of current technologies that increase productivity and effectiveness. Visionary and analytical communicator that drives lean transformations, eliminates waste, controls costs and ensures long-term growth and revenue objectives. Fluent in English, French, Romanian, medium Spanish and beginning Mandarin.

### Highlights of Expertise

- Strategic Sourcing & Global Operations
- Contractual & Regulatory Compliance
- Category Management
- Supply Chain & Logistics
- Contract Development & Negotiations
- Competitive & Trend Analysis
- Project Development & Management
- Cost Reduction & Avoidance
- P & L Accountability
- Expertise in Marketing & Sales
- Process Redesign & Change Management
- Development of High-Performance Teams
- Multi-Cultural Environments
- Start-ups, Mergers & Acquisitions

## Career Experience

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**BigMat Malta**, Headquarters Attard, Malta

**CHIEF COMMERCIAL OFFICER – MALTA** (2021 till now)

**SACO – Saudi Company for Hardware**, Headquarters Riyadh, Saudi Arabia

*Procurement director for the leading Saudi home improvement, d.i.y and appliances company that operate over 33 stores across the country with sizes varying from 2.500 m2 to 22.500 m2 and is an authorized dealer and top partner of ACE HARDWARE U.S.A.*

**PURCHASING DIRECTOR – acting CPO – KSA** (2019 to 2020)

- ◆ Spearheaded management of local and foreign sourcing and purchasing for SACO; build and train cross-functional agile teams, optimised work processes, and construct strategic plans to ensure a *modern retail transformation*.

**Kingfisher**, Headquarters London, UK

*Provide executive level leadership for the leading home improvement company and d.i.y that operate over 1,300 stores across Europe, Russia, and Turkey servicing over 6 million customers weekly until 2018.*

**REGIONAL SOURCING DIRECTOR – BALKANS COUNTRIES** (2016 to 2019)

Hold concurrent responsibility for identification, assessing, negotiating and preparing best in class Balkans suppliers to deliver the whole Kingfisher group and direct the merger of 2 local purchase teams of Brico Depot and Praktiker Romania, integrating commercial terms.

- ◆ Spearheaded direction of local acquisitions for Brico Depot and Praktiker Romania; developed cross-functional teams, work frames, and strategic processes to ensure all Standard Operating Procedures (SOPs) align with Kingfisher vision.
- ◆ Leverage information obtained from strategic sourcing cost breakdowns and analysis to increase profitability of the managed categories by > 2% annually.

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- ◆ Integral player in the implementation of sustainability program that increases sustainable wood acquisition over 30% within the last two years.
- ◆ Held responsibility for group sourcing in the 12 Balkans countries for assigned categories; Romania, Bulgaria, Serbia, Bosnia, Republic of Moldova, Hungary, Albania, Montenegro, Kosovo, Croatia, Slovenia, and Macedonia.

**Brico Depot**, Bucharest, Romania, and Longpoint-sur Orge, France

*Delivered outstanding negotiations as part of the Kingfisher operating in Romania with 15 stores under the Brico Depot brand and 23 stores operating under the Praktiker brand; led Construction Materials, Joinery, Seasonal Outdoor, and Paint.*

#### **CATEGORY DIRECTOR-ROMANIA (2013 to 2016)**

Directed daily activities of all allocated categories, maintained in-depth product knowledge to advance organisational objectives, provided accurate timely flow of information and present recommendations for category improvements.

- ◆ Collaborated with various peers, executives, and stakeholders to evaluate processes and recommend areas of opportunity for categories products that were not generating sales; created initiatives to drive sales and removal of redundant products.
- ◆ Supported all the re-branding process from Bricostore to Brico Depot from acquisition point of view for the allocated categories.

**Bricostore**, Headquarters Paris, France

*Positioned to lead purchasing functions and increase profitability for the Construction-Joinery with 26 d.i.y stores in Romania, Hungary, and Croatia.*

#### **INTERNATIONAL CATEGORY MANAGER – EASTERN EUROPE (2005 to 2013)**

Facilitated market assessments and predictive analytics for the development of category strategies; defined purchasing, marketing policies and monitored their implementations in the assigned region.

- ◆ Directed successful fulfilment of a range of products with China, Vietnam, India, and European imports for Romania, Hungary, and Croatia; managed the purchasing team and developed processes and procedures that ensured procurement and import practices aligned with corporate standards.
- ◆ Successfully opened 20 stores (5000 – 14.000m<sup>2</sup>) throughout Romania, Croatia, and Hungary, 50.000m<sup>2</sup> sales surface allocated with 10.000 SKUs from more than 200 suppliers.
- ◆ Increased turnover in Romania for assigned category of 10% in 2012 and additional 5% in last two years despite market contraction.
- ◆ Managed purchasing spend of 30M Euro; directed 7 team members and 15 sales managers, drove business grow of 21% by increase of clients of more than 10% in the last 2-years, and reduced cost of goods sold.
- ◆ Utilised experience and industry knowledge to execute strategic negotiations with suppliers that increased payment terms on average of 24 days for the construction department, double the weight of private label within 2-years with annual bonus value growth of 17% in 1-year.
- ◆ Facilitated research in the Chinese market and developed solid relationships which increased imports from Asia to 102% within 24 months.
- ◆ Established processes which succeeded in internationalising more than 40 European suppliers for all 3 managed countries.

#### Additional Experience

**HEAD BUYER/BUYER/MANAGER (2000 to 2005)** ▪ Bricostore

**COMMERCIAL DIRECTOR, STORE DIRECTOR (2000)** ▪ Lamarcos & Loulis Group

## **Education & Credentials**

**PhD in Management and invited lecturer** | in progress | SNSPA, Bucharest, 2020-2023

**EMBA** | Quantic School of Business and Technology, 2019-2020

**Digital Strategies for Business, Post Graduate Executive Program** | Columbia Business School - EMS, 2019

**Master of Business Administration, Finance & Controlling** | University of Orleans, France, 2000

**Master, Government & Institutional Development** | SNSPA, Bucharest, 2001

**University Degree, Business Administration & Management** | Academy of Economic Studies, Bucharest, 1999

Professional Development Examples (30+ Trainings in Leadership, Management, CSR, Legal, Sourcing)

- Strategic Sourcing & Category Management – Magnus Carlsson, Romania, 2017
- The Complete Skilled Negotiator – The GAP Partnership, France, 2016
- The Prince of Wales's Business and Sustainability Program – The University of Cambridge, UK, 2015