



Marilena-Loredana Jerdea

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WORK EXPERIENCE

Chief Financial Officer

Relario Voice AG [2021 – Current]

City: Zug | Country: Switzerland

- Accountable for the Finance, Accounting and Reporting operations, including monthly, quarterly and annual closing procedures;
- Ensures the financial planning and analysis (FP&A) activities, including budgeting, forecasting;
- Manages the cash flow and liquidity across the company & treasury management;
- Drives process improvements and automation initiatives to increase efficiency and accuracy of the companies' reported figures;
- Serving as key contact for external auditors, banks and other stakeholders for the legal entities and/or accounts assigned.

Chief Financial Officer

Hyperpercentage SRL [2021 – Current]

City: Bucharest | Country: Romania

- Accountable for the Finance, Accounting and Reporting operations, including monthly, quarterly and annual closing procedures;
- Ensures the financial planning and analysis (FP&A) activities, including budgeting, forecasting;
- Manages the cash flow and liquidity across the company & treasury management;
- Drives process improvements and automation initiatives to increase efficiency and accuracy of the companies' reported figures;
- Serving as key contact for external auditors, banks and other stakeholders for the legal entities and/or accounts assigned.

Chief Financial Officer

Forsage Holdings Limited [2018 – 2021]

City: Dublin | Country: Ireland

- Board Member, representing and guiding the decision-making process from the strategic financial and tax perspectives;
- Participating in decision-making process referring to potential investments of the Group, preparing necessary assessments and documentations/ memorandums;
- Accountable for the Finance, Accounting and Reporting operations of the Group's companies.

Founder

Apollux Tech SRL [2019 – Current]

City: Bucharest | Country: Romania

- Daily management of a management service business activating on local and international market;
- Following the market trends and adapt the company's strategy to the current practice so that competitiveness is maintained.

Co-Founder, CFO

iNow SRL [2015 – 2020]

City: Bucharest | Country: Romania

- Daily management of an e-commerce business by different profitability centers and products;
- Following the market trends and adapt the company's strategy to the current practice so that competitiveness is maintained.

Accounting Manager

Mazars Consulting SRL [2018 – 2018]

City: Bucharest | Country: Romania

- Managing the team by supervising the accounting evidence of companies activating in different fields (such as real estate/ construction/ production/ trading/ services companies);
- Participating periodically in strategic decision making with regards to the direction of the accounting teams and/or measures to be recommended/ taken in order to improve the Business Process Outsourcing Department's strategy.

Senior Accountant

Roedl & Partner Outsourcing SRL [2008 – 2017]

City: Bucharest | Country: Romania

- Progressed from Junior Accountant to Senior Accountant through demonstrated expertise and leadership;
- Managing the team by supervising the accounting evidence of companies activating in different fields (such as real estate/ construction/ production/ trading/ services companies);
- Drive month end closing timetable to meet Group reporting requirements, ensuring this is communicated to all stakeholders;
- Preparation of management reporting required for decision making process;
- Participating periodically in strategic decision making with regards to the direction of the accounting teams and/or measures to be recommended/ taken in order to improve the Business Process Outsourcing Department's strategy.

EDUCATION AND TRAINING

PhD in Management

National University of Political Studies and Public Administration - Multidisciplinary PhD School [2021 – Current]

City: Bucharest | Country: Romania | Website: <http://doctorat.snsa.ro/>

Master's Degree - "Project Management"

National University of Political Studies and Public Administration [2016 – 2018]

City: Bucharest | Country: Romania | Website: <https://snsa.ro/>

ACCA Certification

Association of Chartered Certified Accountants (ACCA) [2012 – Current]

City: London | Country: United Kingdom | Website: <https://www.accaglobal.com/uk/en.html>

Expert Accountant Certification

Body of Experts and Licensed Accountants of Romania (CECCAR) [2013 – 2014]

City: Bucharest | Country: Romania | Website: <https://ceccar.ro/ro/>

Master's Degree - "Accounting, Control and Expertise"

The Bucharest University of Economic Studies [2010 – 2012]

City: Bucharest | Country: Romania | Website: <https://ase.ro/>

Bachelor's Degree - "Accounting and Management Information Systems"

The Bucharest University of Economic Studies [2007 – 2010]

City: Bucharest | Country: Romania | Website: <https://ase.ro/>

LANGUAGE SKILLS

Mother tongue(s): Romanian

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

French

LISTENING B1 READING B2 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

German

LISTENING A2 READING B1 WRITING A2

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

CONFERENCES AND SEMINARS

[11/01/2024 – 12/01/2024] Palermo, Italy

Business Systems Laboratory - 8th International Symposium, The Startup Challenge: How to Approach Competitive Advantage in the Pursuit of Corporate Sustainability.

[26/10/2023 – 27/10/2023] Bucharest, Romania

11th Strategica International Conference, Examining the interconnections among innovation, competitive advantage, agility and performance. A bibliometric analysis.

[23/03/2023 – 25/03/2023] Bucharest, Romania

ICBE-ASE Bucharest, A bibliometric analysis of four constructs interconnections: innovation, competitive advantage, agility and performance.

[24/03/2022 – 26/03/2022] Bucharest, Romania

ICBE-ASE Bucharest, Innovation-driven performance in European SMEs: a theoretical approach.

PUBLICATIONS

[2024]

"Recruitment in SMEs: the role of managerial practices, technology and innovation", *European Business Review*, Vol. 36 No. 3, pp. 361-391.

Biea, E.A., Dinu, E., Bunica, A. and Jerdea, L.

[2024]

"Deciphering the architecture of B2B relationships in SMEs internationalization: a qualitative overview". *Ekonomicko-manazerske*, 18(1), 41-53.

Alexandru, V.-A., Mititean, P., Jerdea, L., & Vintilă, F.

[2023]

"A Bibliometric Analysis of a Four-Construct Framework: Innovation Management, Competitive Advantage, Agility and Organizational Performance". *Management Dynamics in the Knowledge Economy*, 11(3), 306-323.

Jerdea, L.

[2023]

"A bibliometric analysis of four constructs interconnections: Innovation, competitive advantage, agility and performance". Proceedings of the International Conference on Business Excellence, 17(1), 1213-1226.

Jerdea, L.

[2023]

"Innovation-driven performance in European SMEs: A theoretical approach". In M. Busu (Ed.), Digital economy and the green revolution (pp. 115-126). Springer, Cham.

Jerdea, M. L.