

## CURRICULUM VITAE

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### Working experience

<b>Serban &amp; Musneci Associates SRL (SMA)</b>	<b>Bucharest 2007 to date</b>
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**Position: Co-Founder & Administrator**

Corporate Affairs and Institutional relations

SMA is representing some of the interests of large companies both Italian and Foreign vis a vis Romanian Institutions in Bucharest and Brussels also thanks to collaborations with large US lobbying companies.

SMA operate in the following areas: Pharmaceuticals, Energy, Telecommunications, Oil and Gas and Real Estate

- 20 professionals
- Affiliated with APCO Worldwide since 2013

<b>C.M.C Consulting &amp; Intermediation SRL</b>	<b>Bucharest 2007 to date</b>
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**Position: Founder & Administrator**

Real Estate Investment & Consulting on Corporate Social Responsibility Programs

<b>GlaxoSmithkline Pharma June 2003 to December 2006</b>	<b>Bucharest</b>
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**Position: Vice President & Area Director Eastern Europe – South  
President Europharm Group of companies**

Area Director with responsibility of 13 countries: Romania, Bulgaria, Croatia, Serbia, Macedonia, Bosnia, Moldova, Ukraine, Kazakstan, Uzbekistan, Georgia, Azerbaijan, Armenia.

- Total Turnover in excess of Euro 400 Million
- Total staff of 1600 people
- Acquisition, spin off, and divestment of 3 businesses

<b>GlaxoSmithkline Romania Pharma October 2001 to June 2003</b>
<b>Bucharest</b>

**Position: Vice President & General Manager GSK Pharma Romania  
President Europharm Group of companies**

General Manager of combined sales in excess of Euro 90 million

Group of four companies including:

- Pharma company
- Distribution company of 16 branches
- Pharmacy chain of 35 retail outlets

- Total staff of 800 people
- Dotted responsibility on 2 manufacturing sites employing approx additional 650 people

***GlaxoSmithkline Plc January 2001 to October 2001***

***London***

**Position: VP Commercial Operations Central & Eastern Europe** responsible for the co-ordination of above country area commercial operations. Above country coordination of area strategic plan and budget, area lincensing in /out, overall control and benchmarking of area performance.

***GlaxoWellcome Plc September 1999 to December 2000***

***London***

**Position: General Manager Self Medication Directorate** responsible for the team devising worldwide development and commercial strategies for non prescription medicines. Product switches, global branding, allocation of resources for self medication drugs.

***GlaxoWellcome Plc July 1995 to August 1999***

***London***

**Position: Area General Manager** Slovenia, Croatia, Macedonia, Yugoslavia, Ukraine, Belarus & Transcaucasus / Central Asian Republics of Former Soviet Union. Euro 30 Million Turnover from start up ctivity.

***Glaxo Eastern Europe Srl September 1993 - June 1995***

***Rome***

**Position:Area Manager** Slovenia, Croatia, Macedonia, Yugoslavia and Ukraine

***Glaxo Eastern Europe Srl 1991-1993***

***Rome***

**Position: Area Financial Controller Eastern Europe**

***Arthur Young Italy (now Ernest & Young) 1989-1990***

***Rome***

**Position: Auditor** for several major Italian and multinational companies in the Contruction, Insurance and Electronic Industries.

***International University of Social Studies -***

***Rome 1986***

**Position: Researcher**

## **Education: Key Highlights**

### **International University of Social Studies LUISS - Rome**

Degree in Applied Economics summa cum laude July 1987

### **Osnabrück Fachhochschule - Osnabrück – Germany 1986**

### **Ashridge management school – UK – Executiv traning**

### **SEDP (Senior Executives Development Programme)**

Programme designed for the top 300 Executives of the GlaxoWellcome Group

- London Business School
- Fuqua School Of Business, Duke University, North Carolina

### **SEDP (Senior Executives Development Programme)**

- GSK Senior Executives Exchange
- Chief Executive Forum

## **Memberships:**

### **Non Executive Roles and Awards**

Knighthed order “Stella d’Italia” by the President of the Italian Republic in June 2009

Member of the Royal Society for Asian Affairs 1996-1999

Member of the Institute of Directors 1999 - 2001

Member of the council of “Probi Viri” Unimpresa Romania (Association of Italian Investors in Romania) 2005

### **Executive**

Co-founder and Executive Director of the British-Ukranian Chamber of Commerce from 1997 until May 2000

Member of the board of the American Chamber of Commerce in Romania 2002 - 2006

Member of the board of the Foreign Investors Council 2003-2004

President American Chamber of Commerce in Romania 2004 to 2006

Independent Advisor to the Romanian “Property Fund” (Fondul Proprietatea) 2006

Vice President Romanian International Pharma Association (ARPIM – part of EFPIA) 2003-2004

Vice President and founding member ASPEN INSTITUTE Romania 2006 to date

Member of the board Unimpresa (Confindustria) Romania – Responsible for Institutional Relations 2008

Vice President Camera di commercio Italiana per la Romania 2011 to date

### **Companies Directorships**

Non Exec Director of INOX S.A.2007 - 2008

Bucharest Stock Exchange

Non Exec Director of Unirea Shopping Center S.A.2007-2008

Non Exec Director A&D Pharma Holding B.V. 2008 -04/2011	Bucharest Stock Exchange London Stock Exchange
Non Exec Director Romcab Spa 2010-2014	Bucharest Restricted SE

**Languages:**

Italian

English

Romanian

German