

# Lucian AZOITEI

**Email : lucian@fortymanagement.ro**  
**Marital Status: married, three childrens**

## CAREER OBJECTIVE

**Working in Management within a challenging environment for the best global understanding of business environment with a view to becoming a professional manager.**

## CAREER HISTORY

**May 2017- present, Forty Management SA, Founder&CEO**

**May 2023- present, Forty Management AG, Chairman of the Board, Switzerland**

- Development of the company.
- Pro-active market development, public relations and lobbying in the interests of the Company.
- Development of the organisation to service both external as well as internal business needs. This includes ensuring the proper organisational structure to react quickly and efficiently to market needs, and ensuring an optimum efficiency level.
- Effective representation of the company towards key co-operation partners and clients.
- Maintaining continuous improvement of processes throughout the Company
- Supporting good relations with local and government authorities. .

**Forty Management** is a real estate developer of residential and commercial buildings. Our residential projects are developed under the Central District brand and are all built within the central ring of Bucharest, whilst our commercial projects cover a much larger area throughout the country and come under the name of Trade District.

We seek to create places that inspire, projects where vision and thoughtful design add lasting value. This is what turns our promise into a responsibility to never compromise to mediocrity.

**September 2002- May 2017, PAZO Grup SRL**

**Founder&CEO**

- Development of the company.
- Pro-active market development, public relations and lobbying in the interests of the Company.
- Development of the organisation to service both external as well as internal business needs. This includes ensuring the proper organisational structure to react quickly and efficiently to market needs, and ensuring an optimum efficiency level.
- Effective representation of the company towards key co-operation partners and clients.
- Maintaining continuous improvement of processes throughout the Company
- Supporting good relations with local and government authorities. .
- Key account management of largest clients.
- Elaboration of proposals for tenders to key clients.
- Monitoring competition and ensure quick reaction to competitors activities.

Pazo Grup includes:

- Terraform – the biggest construction company specialized in pavement works from Romania & Pazo Services – general contractor
- Pazo Grup is the biggest importer of Marazzi products in Central and Eastern Europe besides Russia.

## **June 2000- September 2002, RAMB Sistem SRL**

### **Managing Partner**

- Management of the Sales company in Romania, including management of its office in Bucharest.
- Development of the company in close co-operation with owner of the company.
- Marketing and Sales of the Company's services. Continuously develop and expand the scope of services provided to the clients. Pro-active market development, public relations and lobbying in the interests of the Company.
- Development of the organization to service both external as well as internal business needs. This includes ensuring the proper organizational structure to react quickly and efficiently to market needs, and ensuring an optimum efficiency level.
- Hiring of staff as necessary to reach the objectives of the company.
- Effective representation of the company towards key co-operation partners and clients.
- Maintaining continuous improvement of processes throughout the Company
- Supporting good relations with local and government authorities.
- Compliance with relevant laws.
- Definition of marketing and sales strategies for the Company and ensure execution of the strategies.
- Key account management of largest clients.
- Continued improvement and development of customer service activities.
- Elaboration of proposals for tenders to key clients.
- Monitoring competition and ensure quick reaction to competitors activities.
- Development of budgets and forecast for sales and marketing.
- Another claim gives by the board of the company.

Ramb Sistem includes:

- Direct importer for 13 types of construction materials like: Gerflor, Dinac, Magiline, Parador, Marazzi, Caparol, Profilpas, Quarella, Sicof, etc from 6 countries
- National distributor for 5 types of materials like: Mondo, Philips, Politub

## **September 1999- June 2000, Gillette Romania SRL**

### **Key Account Manager**

Developing, managing and coordinating the sales activities in terms of:

- Developing and implementing national sales strategy for several key companies including METRO, Gima and Billa,
- Identification and analysis of potential business applications within target accounts and cultivation of key business relationship with senior management to facilitate sales
- Aided with potential clients in developing effective marketing strategies and programs
- Coordinating of merchandiser's team
- Average performance over three months was 125%
- Grew sales by 200% to \$1.4 M

Major Projects:

- Supporting the marketing team to launching of the "MACH 3" brand on Romanian market to the key clients

## **August 1998-September 1999, dufa ROMANIA – joint venture with Meffert AG, Germany**

### **Key Account Manager**

Developing, managing and coordinating the sales activities in terms of:

- Presentation of products
- Negotiation contracts for dufa products
- Competition observation

- Slow moving and obsolete products
- Forecasting and sales analysis
- Sales promotion to key clients

dufa products include:

- Paints and water paints under one umbrella : dufa brand name (market leader)
- Tools for painting
- Adhesives for different types of materials

Major Projects:

- Supporting the marketing team to launching of the new dufa special adhesives on Romanian market to the key clients
- Negotiation and signature of major contracts : METRO, Bayindir Holding, District Administration of Roads

## **February 1998-August 1998 , Castle Film SRL**

### **Assistant Movie Production**

Main responsibilities:

- Preparation activities for the shoot
- Negotiation and signature of commercial contracts for specific properties
- Price negotiation
- Coordinating of the filming crew

## **January 1996-October 1997, Rom-Evencharge SRL-joint venture with Evencharge Ltd., UK**

### **Sales Manager**

Main responsibilities:

- Negotiation and signature of commercial contracts
- Leadership and management of the territory office (Constantza and Oradea)
- Training to sales reps
- Collection of data and creating data base
- Promotional activities

Accomplishments:

- Five's Award & Millionaires Award obtained for being appointed the best salesman in 1996; five consecutive contracts in five days
- Contracts value negotiated and signed in 1996: \$1.3 M

## **OTHER ACTIVITIES**

### **▪ 1997- 2003**

Lecturer on Legislation at **IRECSON** – Business School for Management

Conceiving and delivered a course of Legislation for the Sales Force Management and Real Estate Agent

### **▪ 2005** Conceiving occupational standard for Salesman at COSA (Standard Occupational and Evaluation Border )

Project financed by World Bank and Romanian Government

**2015-2022** President of Porsche Club Romania

### **Training:**

**March 1996- April 1996**

### **Seminar abroad:**

- Marketing and Sales Techniques – Evencharge Ltd. , Birmingham , UK

**November 1994**

- Broker and stock exchange market course – Romanian Banking Institute, Bucharest

**EDUCATION**

1994 – 1998 University of Bucharest, University degree in Law

**SKILLS**

**Languages:** English

**HOBBIES/INTERESTS**

Psychology, travel&leisure, sport cars, sailing