

Dana Raluca ANGHELESCU

Executive Leader | Business Development, Governance & Strategy | Communication, Marketing & Branding | International Experience

📍 Braşov, Romania | Global Mobility

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📄 Executive Summary

Strategic executive with 20+ years of leadership experience across retail, publishing, and non-profit sectors. Expert in business development, operational optimization, and stakeholder engagement. Proven ability to deliver revenue growth, reduce costs, and represent organizations internationally. Recognized for negotiation, communication, and governance expertise, with a track record of successful transformations.

Member of Coresi team, that administrates the largest urban regeneration project in Romania: Cartier Coresi, Brasov, with expertise in operations, project management and communication.

⚡ Core Expertise

- Strategic Business Development & Growth
- Corporate Governance & Stakeholder Relations
- Operational Excellence & Cost Optimization
- International Representation & Partnerships
- Leadership, Negotiation & Communication
- Publishing, Marketing & Branding
- Retail & Non-Profit Sectors

📄 Professional Experience

- Specialty Leasing Manager România & Retail Strategist – Nhood Services Romania S.R.L. | 2024 – Present

Employer: Part of the international Nhood group, the company manages and develops retail and real estate assets in Romania, including 19 Auchan & Ceetrus shopping centers nationwide, focusing on specialty leasing, media, and community engagement.

Spearheaded specialty leasing across 19 shopping centers nationwide, surpassing revenue targets by 15% in the first year.

- Operations Manager & Community & Events Manager – 4Asset / Nhood Services Romania | 2021 – 2024

Employer: Nhood manages shopping centers and retail operations in Romania, providing integrated services from asset management to community engagement.

Optimized OPEX and CAPEX, reducing operational costs by 12%, while launching a new business department.

Organised Coresi Conferences, published business articles, implementation of Coresi app for intergrated neighbourhood

- Executive Director & Board Member – French Business Club Braşov (C.F.A.B.) | 2020 – Present

Employer: A business association that connects French and Romanian companies in Braşov, promoting economic cooperation, networking, and partnerships between local entrepreneurs and international investors.

Strengthened the French-Romanian business community by organizing 30+ networking events and conferences with local and international partners.

- General Manager – Libris Editorial / Creator SRL | 2016 – 2020

Employer: A Romanian publishing house known for supporting emerging and established authors, with a diverse portfolio of literary, educational, and cultural works distributed nationally and internationally.

Doubled the publishing portfolio and represented the brand at international book fairs in China, France, Italy, and Germany.

- Manager – Libris SRL | 2004 – 2016

Employer: One of Romania's leading online bookstores and cultural event organizers, offering a wide selection of books, music, and educational products, while also building a strong tradition of hosting major literary and cultural festivals.

Directed 400+ cultural events and 24 national fairs attracting 20,000+ participants each, enhancing national visibility.

- Legal Adviser – Ordinul Arhitecților din România – Filiala Brașov, Covasna, Harghita | 2001 – 2004

Employer: The regional professional branch of the national Romanian Order of Architects, representing and defending architects' interests, ensuring compliance with legislation, and supporting urban development and architectural quality.

Ensured full legal compliance and safeguarded members' professional interests through regulations and representation.

📖 Education

PhD Candidate – Marketing | Transilvania University of Brașov, Faculty of Economic Sciences (2020 – 2025)

MBA – Business Administration, Management | Transilvania University of Brașov (2018 – 2019)

Bachelor's Degree in Legal Sciences | Transilvania University of Brașov (1997 – 2001)

📖 Certifications & Skills

- Transformational Coaching Certification (ICF, 2024)
- Advanced Negotiation (Scotwork, 2023)
- Customer Excellence (2022)
- Personal Branding (2022)
- Entrepreneurial Competencies (2011)
- HR Inspector Certification (2003)

Software: Power BI, Soneka, Wizcount, Smart, ABF, Yardi, Docusign

📖 Community Involvement

Brașov Heroes Ambassador (2016–2019), supporting fundraising causes (Bucuria Darului, Happy Moms Association, etc.)