



**Rada  
Pantea**

## CONTACT

Nationality: Romanian,  
French



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c/RadawebTV/videos](https://www.youtube.com/c/RadawebTV/videos)

## WORK EXPERIENCE

**05/2015 – CURRENT** – Strasbourg, France

### President

Bibliothèque Pythagore Strasbourg

**11/2008 – CURRENT**

### Founder and Trainer

Solisis

SOLISIS is a school dedicated to self-knowledge that helps people and businesses to see the causes of their imbalances and remediate them.

**12/2006 – 11/2008**

### Executive Director Fashion Division

ELMEC Romania

The Fashion Division has the Famous Brand concept stores, 2 Famous Brand Galleries (over 1000sqm) and the Miss Sixty/Energie and CK jeans, CK, Pepe jeans, Marlboro Classics mono brands.

The brands I was in charge in Romania were: Calvin Klein, Calvin Klein Jeans, Ralph Lauren, Polo RL, Miss Sixty, Energie, Camper, Trussardi, Marlboro Classics, Patrizia Pepe, Replay, Pepe Jeans, Custo, G-Star, Dockers, Monnalisa, Harley Davidson, Freddy. In consignment agreement were: Korres, Ipekyol, Police, Givenchy

I was in charge of the Fashion Division( 16 shops and 18 brands, 350 employees) with the following responsibilities:

- responsible for the strategic development of the division
- responsibility for the budget of the division
- responsibility for the budget of the purchasing (also in terms of merchandise choice)
- responsible for the relationship with the suppliers
- responsible for the pricing of the division
- responsible for the distribution, retail, and consignment contracts

#### Actions:

- I recruited and built a team able to sustain the high volume of support needed by the stores: 7 brand managers responsible for certain brands, operational manager+ assistant,3 merchandisers, sales analyst
- I created a new organizational chart, allocated full empowerment to all levels including to the store managers,
- I put in place a motivation plan including a bonus scheme for all positions
- change in mentality--customer at the center of our preoccupations
- fast decision making at all levels
- encouraging teamwork and communication--through team buildings and permanent meetings
- empowered people, clear responsibilities for all 350 employees
- stock control and improved supply chain (reorders, feedback, fast delivery in the stores, negotiations, etc).
- improved relationship with partners and renegotiated better conditions
- improved buying from partners
- implemented efficient price policy
- closing unprofitable stores,
- opening the 2 Famous Brands Galleries( over 1000 sqm), mono-brand shops
- reduced costs through:
- negotiation/ renegotiation of rent with the malls

- reorganizing store personnel (less but more efficient with better pay through bonus scheme)
- stock control
- efficient deliveries

Results:

- 400% increase of profitability in the first year
- 240% in sales reaching a turnover of 13 million in 2007 and 16 mil 2008. On the same existing shops, the average growth was 70% (2007).
- sales per brand grew up to 400%

**03/2006 – 01/2007**

**COUNTRY MANAGER**

BSB FASHION

Action:

- I developed the retail chain from 4 existing stores to 12 all over the country,
- I recruited and trained a team of 150, of which 14 under my direct supervision
- I organized the network from the sales&operations point of view, I supervised the marketing&event projects,
- I overlooked the development plan
- negotiation with malls
- motivation plan, bonus scheme
- enforced stock control

Results

- reached around 5 mil. euro turnover in the first year.
- presence over the main towns of Romania

**09/2004 – 03/2006**

**GENERAL MANAGER**

Cycle European & Webling European

Cycle European has call – centers covering 2 principal activities:

1. Telemarketing (the sale of credit cards on behalf of banks)
2. Collection (collecting bad debt on behalf of banks through the phone).

Webling European SMS interactivity (bulk SMS and so on).

Situation: a successful business model in Athens to be implemented in Bucharest

Action:

- establishing the business from zero, location, paper procedures
- recruitment and training of 120 employees
- contracts with 3 major banks: Bancpost, Raiffeisen, Alpha Bank

Results:

- the first choice professional company for banks in telemarketing
- increased turnover
- increased performance and personnel retention due to evolutionary motivation plan

**2001**

**TV Presenter**

B1 TV

Presenting the show La Strada (live show with guests and public-in preparation for one year).

**2000 - 2001**

**Presenter**

Atomic TV

ATOMIC TV was the best music channel in Romania with coverage in the whole country.

Musical News Presenter - VJ

Presenting daily news of the channel and a Top 10 show on weekends.

**1997 - 2000**

**News & TV presenter**

PRO TV

1998 - 2000 **News Presenter**

Presenting the Central News for Cluj and nationally via links.

1997 - 1998 **TV Presenter**

Presenting a morning show to an audience in Cluj and surrounding areas about 1,5 million population, and to a national audience on Tuesdays and Saturdays via a link up to National PRO TV.

**1995 - 1997**

**Host presenter**

Cinemar TV

Cinemar TV was a territorial TV station covering the area of Transylvania.

1996 - 1997 **TV Presenter - Mediator**

Presenting an entertainment live evening show with phone-ins, VIP guests, etc.

1995 - 1996 **VJ**

Presenting the Top 10 Music Charts in Romania.

1997 (summer). I did a series of documentaries for Cinemar TV in Venice, Murano.

**1994 - 1996**

**News Presenter**

Radio Contact

Radio Contact was at the time the leading private Radio Station in Romania.

Music DJ

Presenting a daily four-hour radio show.

1995-1996 **News Presenter**

After attending the BBC radio course I also presented the news and a show called CALEIDOSCOP with news from all over the world.

## EDUCATION AND TRAINING

**2008**

**Leadership course Asebuss (6 months course)**

- strategic thinking
- Emotional intelligence & leadership forming and leading a team
- coaching
- mentoring
- time management
- negotiation skills
- communication, PR skills

**2005 - 2007**

● **Executive MBA**  
Assebuss Bucharest – Kennesaw University

2002 – 2003

● **Diploma from “The School of Greek language” of the Philology department of Athens University, degree Excellent – “09”.**  
University of Athens

1993 – 1998

● **Diploma in Italian & English languages and literature**  
University of Foreign Languages (Philology) – Cluj

1996

● **Diploma in broadcast journalism**  
University of Wales College of Cardiff - UK  
3 months TV course, training in both technical (filming, editing) and producing skills (news writing or interview skills)

1995

● **Diploma in radio journalism**  
BBC World Service Radio  
3 months radio course, focused on writing, interviewing skills and documentary making

1989 – 1993

● **High school Mihai Viteazul**

## LANGUAGE SKILLS

**MOTHER TONGUE(S):** Romanian

**OTHER LANGUAGE(S):**

### English

<b>Listening</b> C2	<b>Reading</b> C2	<b>Spoken production</b> C2	<b>Spoken interaction</b> C2	<b>Writing</b> C2
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### Italian

<b>Listening</b> C2	<b>Reading</b> C2	<b>Spoken production</b> C2	<b>Spoken interaction</b> C2	<b>Writing</b> C2
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### Greek

<b>Listening</b> C2	<b>Reading</b> C2	<b>Spoken production</b> C2	<b>Spoken interaction</b> C2	<b>Writing</b> C2
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### French

<b>Listening</b> C2	<b>Reading</b> C2	<b>Spoken production</b> C2	<b>Spoken interaction</b> C2	<b>Writing</b> C2
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### Spanish

<b>Listening</b> B2	<b>Reading</b> B2	<b>Spoken production</b> B2	<b>Spoken interaction</b> B2	<b>Writing</b> B2
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### Portuguese

<b>Listening</b> A1	<b>Reading</b> A1	<b>Spoken production</b> A1	<b>Spoken interaction</b> A1	<b>Writing</b> A1
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## DIGITAL SKILLS

Microsoft Word / Microsoft Excel / Windows / Internet

## RECOMMENDATIONS



Available if necessary.

## HOBBIES AND INTERESTS



### Traveling

I like traveling (UK, USA, Brazil, India, Tibet, Germany, Portugal, Spain, Hungary, France, Austria, Italy, Turkey, and Greece), spiritual development, learning about people, and reading.