D&A Savvy

George Popescu

17th of October 2018

Contents

1 Bio – Before P&G

ACADEMIA

| 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |

BSc Economics — 2008

BSc Computer Science — 2009 (POLITEHNICA UNIVERSITATEA DIN BUCUREȘTI 1818)

MSc Management of IT Systems — ÉCOLE POLYTECHNIQUE

MSc International Business — AARHUS UNIVERSITET

PhD Business Informatics — ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE

avaloq

PMI PMP

COBIT 5 — AN ISACA® FRAMEWORK

CRISC — Certified in Risk and Information Systems Control — An ISACA® Certification

CGEIT — Certified in the Governance of Enterprise IT — An ISACA® Certification

CISM — Certified Information Security Manager — An ISACA® Certification

CISA — Certified Information Systems Auditor — An ISACA® Certification

ITIL®

INDUSTRY

ORACLE — Technology Business Consultant (1 year)

SIEMENS — Siemens Wind Power — IT Applications Intern (6 months)

GP IT — Business & IT Consultant (3 years)

Allianz ⑪ — Strategic Software Purchaser (1 year)

synpulse solve·evolve — Banking Consultant (3 months)

Deloitte. — Senior Consultant Audit & Assurance (1.2 years)

P&G

01.09.2018

18.11.2017

14.10.2018

3

1 Bio – At P&G – Collaborations

Gabriel Garciaromero (IT)

Guillermo Riverario (Mgt)

George Popescu – IT Manager
Marketing Technologist E-IMEA Oral Care

eComs

MTs

Analysts

NELSON DISANTO

JO HOLMSEN

FIORELLA MARCHINARES

CLAUDIA JIMENEZ

DANNY KIRKLAND

SERGIO DOSSANTOS

RACHEL BRESLIN

MIKE DENEVE

SHREYA SHEKHAR

Disclaimer: This is not an org char

1 Bio – At P&G – Rocks

Data Strategy

- Use **data** and **analytics** to drive **insights** into action
  - Analyze existing and potential data sources, processes and systems, and partner with the broader org
  - Define, drive and lead an action plan to address needs and close gaps towards activation of consumer data

Digital Brand Building

- Explode **e-Commerce**
  - Identify and connect data sources that enable the creation of insights, business rules and decision criteria
  - Drive automation and scale of data models in line with strategy: glance x conversion x price = eShare (Trinity)

Compliance

- Ensure external **regulatory** and internal **corporate standards & practices** compliance
  - Act as IT security and compliance leader to enable privacy by design for eCRM, GDPR, iRisk

Digital Fluency

- Democratize **digital expertise**
  - Partner with the digital fluency team to produce assessments of info sec, technologies, data science, perf MK
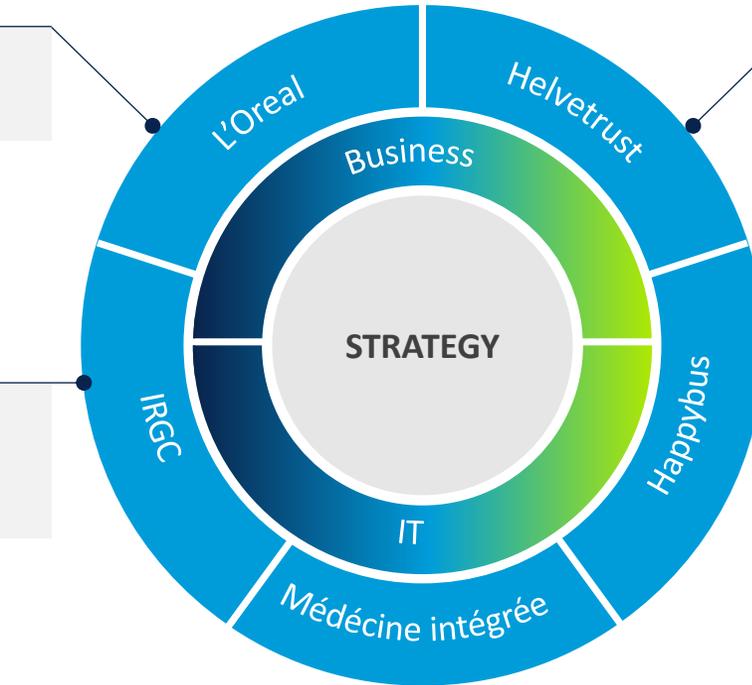 - Active participation in the Build IT (GBS/IT village) for trainings, lunch & learn

2 Business & IT Strategy

Coordinated the **Google Glass** technology project enabling innovation at **L'Oréal**

Improved the online visibility by 300% using **Google Analytics** for the **Helvetrust** fiduciary

Established a **CRM** platform to manage 5'000+ contacts for the **International Risk Governance Council**

Enhanced the internal **IT synergies and business plan** for **HappyBus**

Implemented two WordPress websites and configured an e-learning module for Médecine-Intégrée.com;

STRATEGY

Business

IT

L'Oreal

Helvetrust

IRGC

Happybus

Médécine intégrée

3 Data Analytics

Medium data
- 1 entity, 200 MB / year
- 7 entities, 100 MB / year

Big data
- 25 entities worldwide, 10 GB / month, sGET query parametrization
- 34 entities worldwide, 5 GB / month, SAP extractor with automated scripts
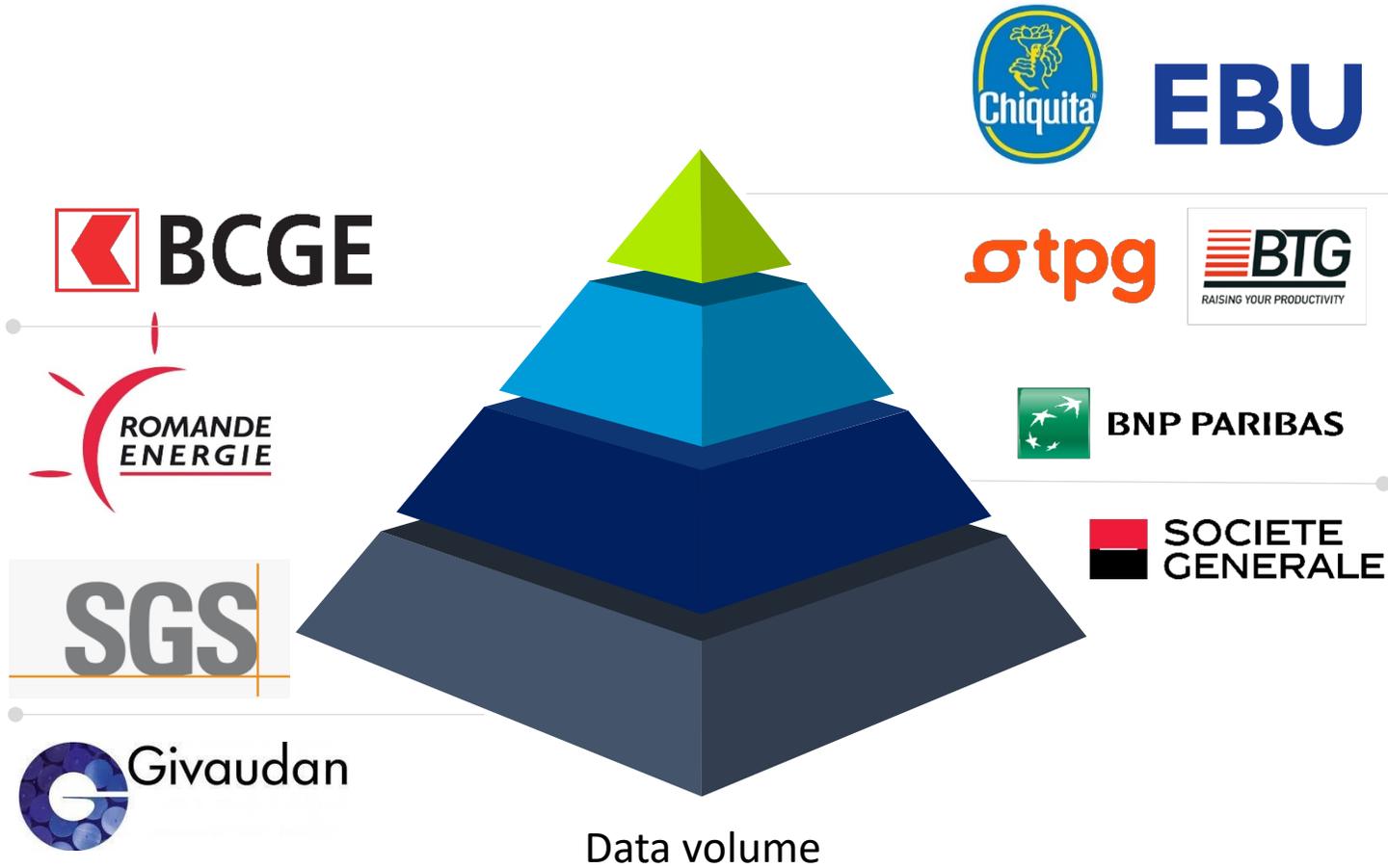
Small data
- E-mail attachment (<10 MB))
- Pivot tables & charts

Large data
- 3.5 MM transactions / year, extract twice / year, 500 MB
- 2.5 MM transactions / year, 400 MB

Data volume

3 Data Analytics

- ▸ Performed journal entry testing (according to ISA) by reconciling the clients' general ledger against the trail balance identifying exceptions (e.g. back and forward-postings, transactions during public holidays, to unusual accounts)
- ▸ Evaluated credit performance identifying outliers among all active contracts at large banks

- ▸ Conducted 200+ interviews with non-IT people resulting in 300+ business and IT service models

- ▸ Analyzed savings of €10M by developing quantitative financial models of €160M software assets

- ▸ Investigated churn trends based on online behavior using regression models of all user groups

- ▸ Defined 10 IT key performance indicators ensuring automated regular reporting to the management

4 IT Audit

▶ Examine information systems to ensure they are storing, processing, controlling and reporting organizational data according to internal and external procedures and regulations.

01
Systems

High complexity

Test accesses, data transfers and IPA (information provided by entity) for completeness and accuracy

02
Transactions

From k/FY to M/month/entity

Apply ISA (International Standards of Audit) fraud criteria to identify exceptions

03
Procedures

Precise definition

Ensure design, development and operation follow IT standards aimed at reducing operational risk

SAP

ORACLE® CRM ON DEMAND

avaloq essential for banking

OLYMPIC® BANKING SYSTEM by eRI

BearingPoint®

5 P&G Strengths

Today

▸ Impressive wealth of data

▸ Highly motivated individuals

▸ Ubiquitous team-work

Tomorrow

▸ Generate data-driven business decisions in near real-time

▸ More efficient collaboration and more meaningful interactions

▸ Drive team-work to know it all and act with full responsibility

6 P&G Opportunities

Today

- Little interconnections between various systems to activate online strategy (Trinity Model)
- Sparse, redundant, often incomplete reporting
- Reactive strategies to competition and external market factors

Tomorrow

- Construct automated tools and processes to facilitate business progress understanding
- Data quality by design and operation for simplified reporting
- Proactive, play where relevant, pre-aligned strategies
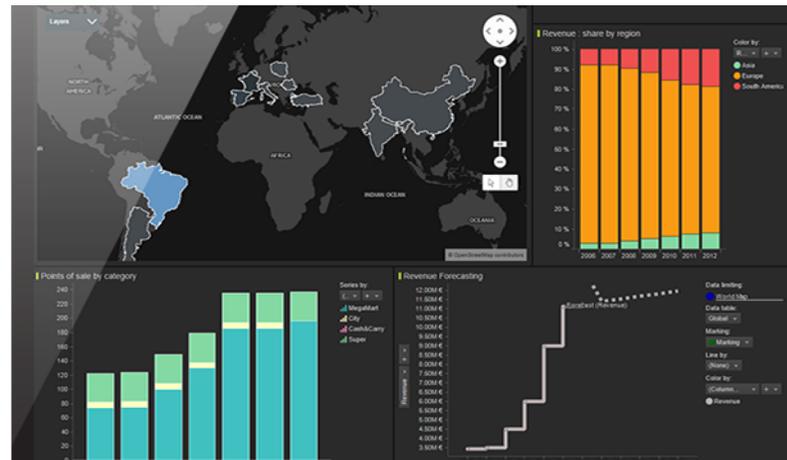
7 Keep in touch
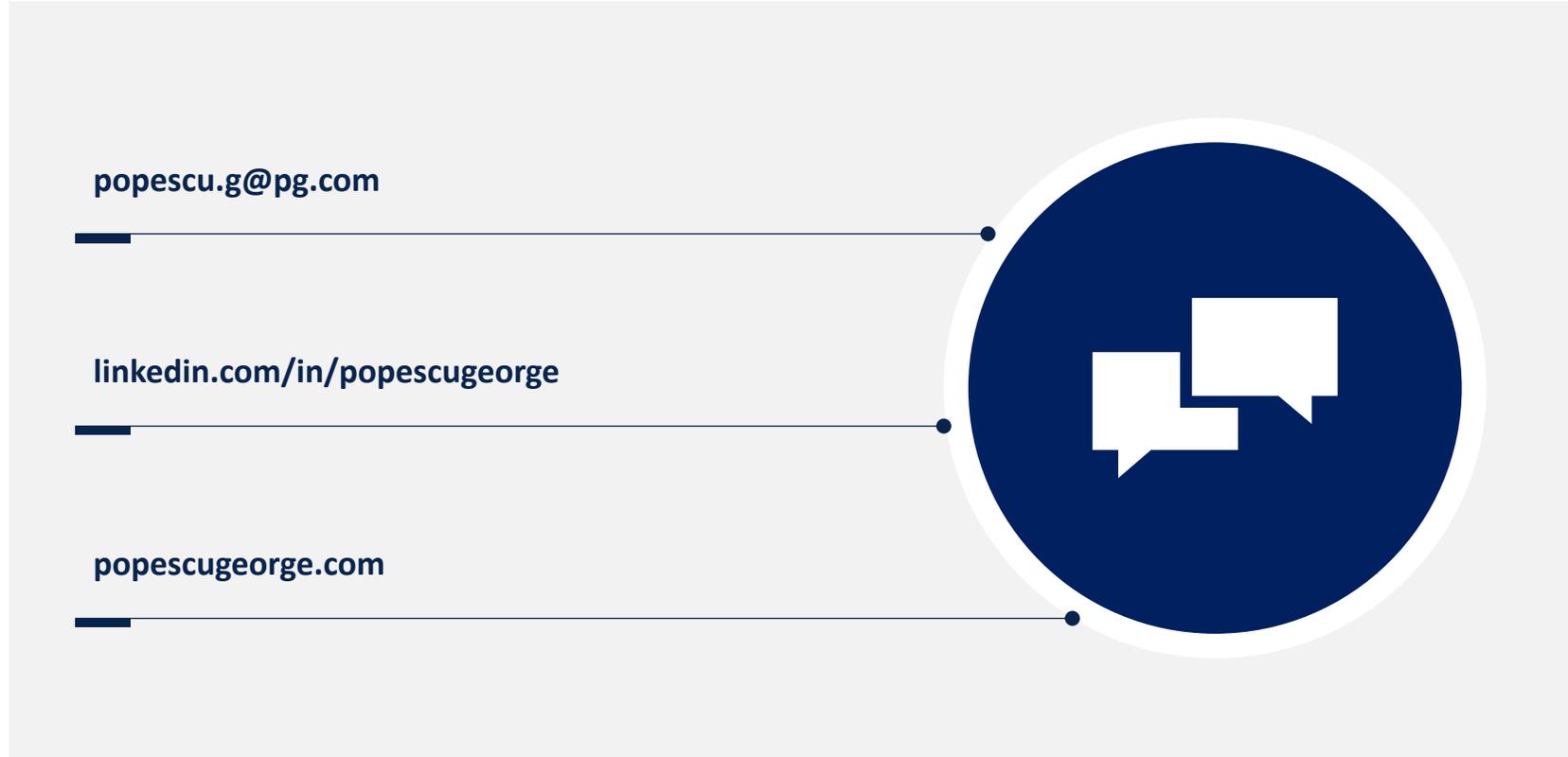
popescu.g@pg.com

linkedin.com/in/popescugeorge

popescugeorge.com

**THIS IS NOT
THE END
IS JUST
THE
BEGINNING**