



# George Popescu

18/04/1986 • C permit • Ch. du Fief-de-Chapitre 10, 1213 Petit-Lancy, Geneva, Switzerland • 076 269 54 31 • popescugeorge2003@yahoo.com • linkedin.com/in/popescugeorge

Highly motivated professional with several years' experience and in-depth expertise in all aspects of project management, consulting, service management and enterprise architecture. Skilfully drives all projects to timely completion including all milestones and deliverables within agreed budgets. Adept at identifying and securing cost savings initiatives. Demonstrates strong leadership and anticipation focused on providing considerable value to clients, partners and team members by managing teams with clarity from vision to execution and routinely engaging the team to achieve all business objectives and targets.

## Areas of Expertise

Project Management

Business Strategy

IT Strategy

Digital Transformation

Business Intelligence

Leadership

Strategic Thinking

Critical Thinking

Coordination

Communication

Risk Management

## Professional Experience

Senior IT Manager  
09/2018 - 04/2020

Procter & Gamble, Geneva, Switzerland

- Demonstrated outstanding leadership for the dental professionals-centric Salesforce Analytics transformation affecting 500 stakeholders, through the design and development of appropriate KPIs, reports and dashboards based on requirements ranging from top management to individual contributor while ensuring reliability, timely and fit for purpose delivery and analysis.
- Provided recommendations and planning for the expansion of neighbourhood analytics through alignment with country leaders and technical teams, to drive usage and recommendation from dental professionals.
- Rigorously assessed e-Business performance and disseminated detailed recommendations to the Leadership Team and e-commerce managers enabling the share and reapply of best practices across markets.
- Drove all aspects of the consumer-centric data strategy encompassing driving automation and scale of data models and analytics to transform insights into action, advise business transformation and optimise operations by leveraging e-commerce, media, CRM, web and mobile, resulting in data integration, execution and enrichment.

Senior Consultant in Analytics and IT Audit  
06/2017 - 07/2018

Deloitte, Geneva, Switzerland

- Assisted CxO leaders from 30 corporate clients and financial services institutions determine improvements to their IT and business process environments (SAP, Oracle, Avaloq, Fire, Olympic) and scoped analytical issues to their goals.
- Devised, created, and drove integration of innovative data analytics solutions (Tableau, QlikView, ACL, SQL, Excel analytics) into financial statement audits and assurance projects.
- Executed journal entry testing through reconciliation of the clients' general ledger against the trial balance, highlighting exceptions and insights (e.g. back and forward postings, to unusual accounts or by users with few transactions).
- Drove collaboration with teams around the world to enhance technology audit for Swiss clients (Spotlight, Illumia, Anti-Money Laundering).

Strategic Software Purchaser  
08/2015 - 05/2016

Allianz, Zürich, Switzerland

- Identified cost savings of €10M through development of quantitative financial models of €160M software assets.
- Expertly negotiated a global services contract and secured 20% savings for a volume of €1M and 50 stakeholders.
- Efficiently presented the consolidation of all mainframe suppliers valued at €80M to the top management.

Chief Executive Officer  
03/2014 - Present

George Popescu IT, Geneva, Switzerland

- Innovated on the best-in-class use of Google Glass offering L'Oréal customers a seamless technology-enhanced experience.
- Established a comprehensive CRM platform to efficiently manage 5k contacts for the International Risk Governance Council.
- Deployed two WordPress websites and configured e-learning modules for Médecine-Intégrée.com.
- Utilised Google Analytics to triple the online visibility for the Helvetrust fiduciary.
- Significantly improved the internal IT synergies and business plan for HappyBus.ch.

## Education & Credentials

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Axelos 2020	PRINCE2 Practitioner
TÜV SÜD Akademie 2020	HERMES Foundation
IIBA 2020	Certified Business Analysis Professional (CBAP)
IREB 2020	Certified Professional for Requirements Engineering
INFORMS 2019	Certified Analytics Professional
OMCP 2019	Online Marketing Certified Professional
PMI 2018	Project Management Professional (PMP)
Axelos 2018	ITIL Practitioner
ISACA 2018	CISA, CISM, CRISC, CGEIT, COBIT5
EPFL, Lausanne, Switzerland 10/2010 – 09/2016	PhD Enterprise Architecture <ul style="list-style-type: none"><li>Enhanced two modelling notations to communicate about strategy through execution of 200 interviews with non-IT people yielding 300 business and IT service models.</li><li>Published five papers on business and IT alignment and six on recommender systems.</li><li>Taught nine courses in Business and Technology to 350 Bachelor and Master students.</li></ul>
Aarhus School of Business, Aarhus, Denmark 09/2009 – 03/2011	MSc International Business <ul style="list-style-type: none"><li>Completed the two year program in 1.5 years.</li></ul>
Ecole Polytechnique, Paris, France 08/2009 – 10/2010	MSc Management of IT Systems <ul style="list-style-type: none"><li>Awarded highest excellence scholarship for academic achievement (Top 3/40) of €10k.</li><li>Awarded first prize among 30 participants for the specification and design of an autonomous robot.</li></ul>

## Languages Skills

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- English (TOEFL, IELTS) – Fluent (C1/C2)
- French (DELFL) – Fluent (C1/C2)
- German (GOETHE) – Advanced (B2)
- Romanian – Native (C2)

## Volunteering

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Event Manager, Technology Lead & Mentor 03/2018 – Present	Project Management Institute, Geneva, Switzerland <ul style="list-style-type: none"><li>Facilitator of informative events leveraging best practices and lessons learned across various industries and domains.</li><li>Regular contributor to project management focused on growing public interest and multidisciplinary networking.</li></ul>
President 03/2012 – 02/2016	Doctoral Commission of EPFL, Lausanne, Switzerland <ul style="list-style-type: none"><li>Provided strong leadership for three meetings with EPFL's management based on 400 responses from collaborators.</li><li>Facilitated the PhD days for 300 assistants to drive cross-research collaboration.</li></ul>
President 03/2012 – 02/2014	Romanian Students' Association of EPFL, Lausanne, Switzerland <ul style="list-style-type: none"><li>Led a 200 members' cross-functional team, organized six meetings and coordinated four events per year.</li><li>Developed the relations with the Romanian Embassy resulting in a doubling of cultural events.</li></ul>