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Summary

Proficient Solution Architect with over 8 years of implementation expertise of Microsoft Business Applications, notably Dynamics 365 Customer Engagement/CRM and Power Platform low-code platform.

I've played a pivotal role in driving digital transformations for diverse businesses across the DACH region as a Microsoft FTE (Microsoft Technology Consultant, PreSales Consultant) and partner and customer implementation roles (e.g. Solution Architect) in FSI, manufacturing and transportation.

Being a Microsoft Certified Trainer (MCT) for Business Applications since 2018, my primary focus lies in fostering knowledge expansion for Power Platform and Dynamics 365 Customer Engagement applications. I am dedicated to cultivating expertise within Business Applications communities, with the goal of enhancing their understanding and efficient use of these powerful tools.

Possessing a strong passion for app modernization, I deliver low-code solutions, particularly as PowerApps Citizen Developer and Robotic Process Automation Consultant. Concurrently, I am expanding my proficiency in traditional methods like React Native development, enhancing my versatility in the tech landscape. This enthusiasm acts as a catalyst for my continuous learning path, keeping me updated with cutting-edge technologies such as RPA, AI & Machine Learning, and Blockchain. It is my commitment to stay ahead of technology trends and to deploy this knowledge in effecting dynamic digital transformations.

Experience

Solution Architect Microsoft Business Applications

ORBIS Schweiz AG

Nov 2023 - Present (4 months)

Digital Transformation Architect & MCT - Freelancing

ProDev

Nov 2021 - Nov 2023 (2 years 1 month)

As a certified Microsoft Business Applications Architect and Azure AI professional, I leverage my in-depth understanding of Dynamics 365, Power Platform, artificial intelligence, and hyper automation to design robust, digitally-forward business solutions.

I specialize in architecting Dynamics 365 Customer Engagement (Sales, Service, Marketing) solutions tailored to specific business goals, developing agile applications with Dynamics 365 and Power Platform, and incorporating AI/ML services to enrich functionalities.

As an independent advisor, my foremost objective is to guide businesses towards digital excellence.



Technology Specialist (TSP) Dynamics 365 Customer Engagement & Power Platform

Microsoft

Oct 2022 - Jun 2023 (9 months)

As a Technical Specialist in the Business Applications team, I brought my strategic thinking, proactive problem-solving skills, and deep functional and technical knowledge to drive sales and overcome technical roadblocks.

In this role, I was responsible for the following key functions:

- Led the cross-solutions area motion for the Digital Contact Center Platform to generate demand in the Swiss market
- As a deep technology expert in Business Applications, I was actively involved in pre-sales stages working with Account Executives, Sales Specialists, and Technology Strategists (industries - FSI, healthcare etc.). My key responsibilities included strategic technical thinking, creating response documents, providing answers to RFPs, envisioning solutions, demonstrating the realization of business value, and leading demo sessions.
- Designed customer-centric solutions aligned with the customer's digital transformation journey (PoC, MVP, prototypes for Dynamics 365 Customer Engagement and Power Apps).
- I actively participated in account planning sessions to bring my technical expertise to the table in positioning various capabilities that solve customer challenges.
- Collaborated with partners during engagements, while also contributing to various events organized by the Global Partner Solutions (GPS) organization to enhance the partner ecosystem.
- Supported the Business Applications sales team in evaluating licensing proposals to ensure alignment with the customized solution design.

In addition to these responsibilities, I was also successfully involved in internal projects as a technical mentor and promote accessibility capabilities in Biz Apps solutions to customers and partners.



Manager, Technical Solution Seller Microsoft Business Applications

Avanade

Jan 2022 - Oct 2022 (10 months)

- Responsible for the success of the end-to-end sales cycle of Dynamics 365 and Power Platform opportunities in Switzerland.
- Coordinate sales proposal team to successfully sell services and projects by actively contributing in responding to the RfPs questions, involving SMEs, presales, and architects in the pursuit team, organizing solution envisioning and demo sessions with the clients, conducting staffing estimations, organizing internal/external stakeholders, etc.
- Collaborate with architects to create solution blueprints, technical approaches and delivery plans for proposals
- Educate and advise customers and prospects on the planning, conception, and implementation of Dynamics 365 Customer Engagement and Power Platform solutions
- Act as a trusted technical advisor in meeting our clients' business needs by providing deep functional knowledge, showcase in demonstration solutions, and discussing technical requirements.
- Develop Dynamics 365 Customer Engagement and Power Platform in the Swiss market governed by the strategic sales plan developed together with the Industry Account Executives.
- Collaborate with Accenture and Microsoft stakeholders to strengthen the relationship in Switzerland and expand the customer base.

- Establishing and maintaining contacts with key decision-makers and establishing contacts at C-level by proactively engaging in sales/marketing campaigns
- Meet potential customers in Switzerland to build, maintain and deepen relationships by participating in events and workshops.

Technical Product Owner Dynamics 365

SoftwareOne

Sep 2020 - Dec 2021 (1 year 4 months)

- Translate Microsoft Dynamics 365 Customer Engagement (Project Service Automation) vision and strategy into sets of solution offerings and technical features for SoftwareOne by managing the custom development of the app and integration scenarios)
- Work on analyzing, understanding, challenging, and documenting business requirements towards migration to Dynamics 365 Project Operations
- Define and communicate Dynamics 365 PSA solution roadmap and priorities strongly aligned with IT steering committee (Corporate Apps, Global PMO, C-level)
- Establish and foster constant exchange with other Product Managers and Product Owners (integration scenarios with Microsoft NAV/Business Central and Dynamics 365 Human Resources) and internal and external stakeholders (external developers, contractors, internal team members)
- Collaborate closely with teams of software development and solution architects to create new vision of corporate applications and improve target operating model
- Lead and coordinate development team, QA and automation testers to grow the product increment and enhance productivity of 2000+ users.
- Empower key users and technical support teams in supporting the PSA end users

Partner Technical Consultant (German)

Microsoft

Aug 2016 - Sep 2020 (4 years 2 months)

- Helping Microsoft Gold partners implement Dynamics 365 (CRM) & Power Platform (Power automate - task automation, low-code development via PowerApps) to their most important customers (RFPs, POCs, presales scenarios, architecture review, best practices)
- Position Biz Apps from a cross-solutions area perspective (integration with Microsoft 365 and Azure services (serverless, storage etc.)
- As Microsoft Certified Trainer (MCT) & Technical Consultant delivering on-site trainings, webinars and hands-on labs to Microsoft partners and corporate/enterprise customers (in Germany, Romania & virtual) – e.g. Microsoft Training Days, Microsoft PowerApps – App in a Day (on-site events/hands-on labs), virtual workshops
- Leading multiple v-teams & global projects to generate new technical IP and improve existing content for internal and external stakeholders

- Subject matter expert (SME) for Power Platform and Dynamics 365 PSA and Field Service
- Mentoring local and remote newcomers (ramp up)
- Nurturing Microsoft partners to engage new and innovative ways to digital transform the businesses of their customers and drive new levels of cloud productivity with Microsoft products & services such as Microsoft Power Platform, Dynamics 365 Insights/AI Apps, Azure serverless, Workflows automation, Cognitive Services.

Partner Business Consultant Oracle Cloud

Oracle

Jun 2015 - Jul 2016 (1 year 2 months)

The primary focus of the Partner Business Consultant role is to provide programmatic support to Oracle Partner Network specialized partners and ISVs by recruiting, nurturing, developing and retaining the EMEA OPN partner base and indirectly driving the generation of revenue.

- Responsible for enabling and engaging the Oracle Partners from Germany
- Recruitment of new partners into the OPN Specialized program by identifying and calling-out potential prospects using self-identified, OPN or cross-LOB prospect
- Offer Pipeline Sales Support to Channel Managers, Field Sales and Business Consultancy teams from Germany
- Qualification of prospective partners, presentation of personalized benefits to joining OPN Specialized and recruitment into OPN Specialized
- Advice for partners related to deals registration, reselling rights, specializations, education, cloud designations and other partnership benefits.
- Develop partner self-sufficiency and propensity to bid Oracle

B2B & E-Commerce Manager

Radars Group Export Import Ltd.

Oct 2011 - Jun 2015 (3 years 9 months)

- Create the business B2B & B2C eCommerce strategy for 2013-2016.
- Expand the online presence of the company through new external partners and online platform (eMAG, Elefant, Marketplaces, Affiliate Marketing, etc.) - annual turnover growth by EUR 50.000
- Coordinate and supervise the retail & e-commerce sales (50% growth in revenue over the last 2 years) Responsible for the sales, targets and managerial objectives of the own retail chain (party supplies shops) - improving profitability by 10% (2014)
- Representing the company at various B2B fairs (e.g. Spielwarenmesse Nuernberg, Christmasworld Frankfurt, Baby Expo Bucharest)

Academic Writer

Freelancer, Elance

Dec 2011 - May 2013 (1 year 6 months)

- Business, Academic and Online Marketing Writer (papers and projects)
- Data analysis in SPSS and Excel for worldwide SME

Education



University of Vienna

Master of Science International Business Administration, International Business Administration & Marketing Research

2011 - 2013

Specializations: International Management (60 ECTS), International Marketing Research (60 ECTS)

Thesis: "Privatization and FDI in Central and Eastern Europe. The Influence of ERSTE Bank and OMV AG of the Romanian Economy" (Coordinator Univ.-Prof. Mag. Dr. Josef Windsperger)

- Conducting various marketing research studies in cooperation with the University (questionnaire design, focus groups, SWOT, BCG analyses)
- Statistical interpretation of data (SPSS)

GPA: 1.5 (courses) and 1 for the master thesis (Scale of 1 - Very Good to 5 - Not sufficient)



MIT Professional Education

Postgraduate Degree, Data Science and Machine Learning

Sep 2023 - Jan 2024

Skills Development:

Technical Proficiency: Mastered tools and languages including Python, TensorFlow, and more for diverse data tasks.

Project Management: Gained experience in managing data projects from inception to completion, ensuring optimal results.

Continuous Learning: Committed to ongoing learning to stay abreast of emerging trends and technologies in data science.



Academia de Studii Economice din București

Bachelor Management, Business Administration and Management, General

2008 - 2011

Specializations: Management (60 ECTS), Business Administration (60 ECTS), General Economics and other related subjects (60 ECTS)

Thesis: "Total Quality Management in the Romanian SME Sector. Implementation of the TQM techniques on a Romanian company"

GPA: 9.3 (Scale of 10 - Very Good to 1 - Not sufficient)



Academia de Studii Economice din București

Bucharest Summer University - ASE Bucharest, Economics, Politics

2009 - 2009

Topic: "Economics and politics in a global world"

Courses and conferences held by public speakers, industry experts (Jeffrey Franks from IMF, Lucian Croitoru from BNR) and professors (Adrian Mitroi) for 50 students with different backgrounds.

German Goethe College Bucharest

Baccalaureate, Mathematics-Informatics Specialization

1996 - 2008

Specializations: Mathematics, Physics, Informatics, German (Native Language)

Final Exam (Baccalaureate): 9.43

British Council Bucharest

IELTS Certificate & Business English C1 Course, Business English

Course Business English (BEC) C1

IELTS Certification passed with level 8 - Very Good User

Credis IT Institute

Web Programming Course, Web Page, Digital/Multimedia and Information Resources Design

Web Programming Course (3 months) - 2014

Languages: PHP, Javascript, MySQL, CSS, HTML

German Ministry of Education and Culture

German Language Certificate (C2) - Deutsches Sprachdiplom DSD II, German Language and Literature

German Language Certificate offered by the German Ministry of Education and Culture

Licenses & Certifications

 **Cloud Builder 2012 PreSales Specialist Assessment** - Oracle

 **MB2-716: Microsoft Dynamics 365 Customization and Configuration** - Microsoft

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MB2-716

 **Microsoft Dynamics 365 Customer Engagement Online Deployment** - Microsoft

 **MCSA: Dynamics 365** - Microsoft

 **MCSE: Business Applications** - Microsoft

 **Microsoft Certified Trainer (MCT)** - Microsoft

 **Microsoft Certified: Dynamics 365 for Field Service Functional Consultant Associate** - Microsoft

 **AZ-900 - Microsoft Azure Fundamentals Exam** - Microsoft

 **Microsoft Challenger - Technical PreSales Skills** - Microsoft

 **MB-600 Microsoft Dynamics 365 + Power Platform Solution Architect** - Microsoft
MB-600

 **MB-600 Microsoft Dynamics 365 + Power Platform Solution Architect** - Microsoft

 **Microsoft Certified: Dynamics 365 + Power Platform Solution Architect Expert** - Microsoft

 **Microsoft Certified: Power Platform App Maker Associate** - Microsoft
Issued Oct 2020 - Expires Oct 2022

 **Microsoft Certified Trainer 2021-2022** - Microsoft

 **Microsoft Certified: Dynamics 365 Fundamentals (CRM)** - Microsoft

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 **Microsoft Certified: Dynamics 365 Fundamentals (CRM)** - Microsoft

 **Certified SAFe® 5 Agilist** - Scaled Agile, Inc.
Issued Jun 2021 - Expires Jun 2022

 **RPA Starter** - UiPath



Get Started with UiPath Robots - UiPath



Certified SAFe® 5 Agilist - Scaled Agile, Inc.

https://www.credly.com/badges/c513986d-8b64-45c5-9442-2dee3411c594/linked_in



Get Started With StudioX - UiPath



Certified SAFe® 5 Product Owner/Product Manager - Scaled Agile, Inc.

Issued Jul 2021 - Expires Jul 2022



Certified SAFe Product Owner / Product Manager - Scaled Agile, Inc.

https://www.credly.com/badges/a0453270-6225-485e-a805-3023907f46bc/linked_in



Automation Version Control Systems - UiPath



RPA Business Analyst Fundamentals - UiPath



RPA Implementation Manager Foundation - UiPath



Course Debugging in UiPath Studio - UiPath



PSM I (Professional Scrum Master I) - Scrum.org

<https://www.scrum.org/user/724288>



Professional Scrum Master™ I (PSM I) - Scrum.org



Guy Kawasaki on Entrepreneurship - LinkedIn



Professional Scrum Product Owner™ I (PSPO I) - Scrum.org



MB-220 Microsoft Dynamics 365 Marketing - Microsoft



Kibana Fundamentals - Elastic



Microsoft Certified: Power Platform Functional Consultant Associate - Microsoft




Software Design Principles Course - Codecademy

 **Microsoft Certified Trainer 2022-2023** - Microsoft

 **Microsoft Certified: Azure AI Fundamentals** - Microsoft

 **License to Hire** - SocialTalent
831665


 **Microsoft Catalyst Partner Pre-Sales Immersion Training** - Microsoft

 **Microsoft Certified: Dynamics 365 Customer Service Functional Consultant Associate** - Microsoft
Issued Jul 2022 - Expires Jul 2023

 **Microsoft Certified: Power Platform Developer Associate** - Microsoft
Issued Aug 2022 - Expires Aug 2024

 **Microsoft Certified: Power Platform Solution Architect Expert** - Microsoft
Issued Feb 2023 - Expires May 2024

 **Microsoft Certified: Azure AI Engineer Associate** - Microsoft
Issued Feb 2023 - Expires Feb 2024

 **Microsoft Certified: Power Automate RPA Developer Associate** - Microsoft
Issued Mar 2023 - Expires Mar 2024

 **Intermediate Python for Data Scientists** - DataCamp

 **Microsoft Certified: Power Platform Developer Associate** - Microsoft
Issued Aug 2022 - Expires Aug 2024
4268D87AFB2B4B6A

 **Generative AI with Large Language Models** - DeepLearning.AI
TTA2U96LHCQ9

 **Supervised Machine Learning: Regression and Classification** - Stanford Online
Q6GD8NVXQU38

 **Course: Working with the OpenAI API** - DataCamp

Exam AZ-305: Designing Microsoft Azure Infrastructure Solutions - Microsoft

Skills

Python (Programming Language) • Agile Methodologies • Azure DevOps • Scrum • Oracle CRM • Microsoft 365 • Microsoft Azure • Microsoft Power Platform • Machine Learning • React.js