

CURRICULUM VITAE

Name: Nicolau

First name[s]: Andreea Gabriela

Nationality: Romanian

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Education:

2020 – Present	University Alexandru Ioan Cuza, Organizational Psychology, PhD program
2020-2020	University of Pennsylvania, School of Arts and Science, Division College of Liberal and Professional Studies, Special program Applied Positive Psychology, Final Grade GPA 3.93
2002-2004	National University of Political Studies and Public Administration (SNSPA), Faculty of Political Science, Master's degree, in International Relations, Conflict Management and Analysis, Final Grade 9.38, GPA 3.75
1998- 2002	National University of Political Studies and Public Administration (SNSPA), Faculty of Political Science, Bachelor's Degree in Political Science, Final grade 9.38, GPA 3.73

Courses:

2020 – 2020	BetterUp, Conscious Business Coaching, 35 Continuing education units
2018 - 2019	Goal Imagery Institute, International School of Coaching Mastery, Holistic Life, Career & Executive Coach Training, ACTP 12-month program
2019 – 2019	Narrative Coaching by Dr. David Drake, Narrative Coaching, 12 Continuing education units
2018 - 2019	The Institute for Neuro-Linguistic Personal Coaching, The Art and Science of Neuro-Linguistic –Programming
2019 - 2019	Cinergy Coaching, Conflict Management Coaching, 26 Continuing Education units, 24 Professional Development Credits

Data: 21.09.2023



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2018 - 2019	The Myers-Briggs Company London, MBTI Step I Foundation program, 43 CPD hours
2018 - 2018	Oxford College, Organisational Psychology Level 3

Certifications:

Oct 2019 – Oct 2022	Professional Certified Coach (PCC) issued by International Coach Federation (ICF)
Dec 2018	Certified MBTI Practitioner
Jan 2020	IcAgile Certified Professional (ICP) issued by The International Consortium for Agile (ICAgile)
May 2020	TQUK Level 3 Award in Education and Training (RQF)
Jan 2020	Certified Trainer ANC (National Authority for Qualifications

Languages

Language	Romanian / native English / fluent
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Summary

- University Lecturer current position, coaching, training, and consulting
- Specialist Marketing Manager position performed, communication strategies, people management, marketing strategies, project planning, marketing data, and financial analysis (P&L);
- Business Developer position performed, sales, managed customer relationship

Specialties:

- Teaching, business consultancy, coaching, training, people development.
- Marketing, communications strategies, business strategy, planning, budgeting, research, data analysis, people management
- Sales, business development, customer relationships, contract negotiation



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Experience

University Lecturer at Eindhoven University of Technology, Human Performance Management Group December 2021 – Present

Primary responsibilities include teaching students, facilitating learning, providing guidance, performing evaluations of students, and developing course materials, including lesson plans, assignments, quizzes, tests, course handouts, and presentations.

University Lecturer at Romanian-American University, Management Department September 2020 – 2021

Primary responsibilities include teaching Masters's students, facilitating learning, providing guidance, performing evaluations of students, and developing course materials, including lesson plans, assignments, quizzes, tests, course handouts, and presentations. I teach the following courses: Marketing Innovation Lab and Marketing Planning.

Independent consultant MoovOne December 2020 – Present

The company MOOVONE is a company specializing in the development of a digital platform and training, consulting, coaching and the provision of training tailored to individuals in areas such as management, communication and leadership, efficacy on the job, professional conversion, and career advancement, accompanying change, both for individuals and professionals. As an Independent Consultant, I have the opportunity to:

- carry out and host group training & coaching, remotely or face-to-face,
- act as an "Advisory" Consultant" to co-ordinate one or more Projects with Clients,
- offer consulting services concerning the contents of a Project for Clients who need training services to be adapted to training their employees.

Fellow Coach BetterUp August 2019 – Present

At BetterUp only 8% of applicants pass the rigorous selection process. At BetterUp all coaches are ICF-certified experts or licensed therapists who have a minimum of 1,000 supervised hours and maintain at least a 4.5 out of 5 member rating. I'm one of these coaches. BetterUp's mission is to help individuals live their lives with greater clarity, purpose, and passion. As a BetterUp coach, I aim to bring to life this mission by facilitating meaningful growth and a positive, sustained behavior change. I'm partnering with emerging leaders in prominent organizations using the latest evidence-based approaches. I provide to members:

- Executive Coaching

Business Consultant at P&D Solutions Team July 2017 – Present

As a Business Consultant, I work closely with top management to lead significant initiatives, and I am accountable for maximizing business performance by providing training, personal development initiatives, subject matter expert guidance; strengths, weaknesses, opportunities, and threat (SWOT) analyses; recommend transition strategies and follow up.

- Understand, improve and standardize critical processes, resulting in the improved financial result
- Introduce and replicate initiatives to drive significant employee and customer retention
- Utilize a teamwork approach and communication skills to identify and leverage existing Best Practices to standardize processes across the company and improve business results.
- Work closely with the marketing and sales team to identify new business opportunities
- Provide training programs and coaching to increase employees' motivation and engagement



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- Provide mentoring to continuous improvement team members in business strategy and planning. Assisting with the company database and customer support
- Lead and manage project team(s) to develop and execute initiatives focusing on business innovation and process improvement – Agile

Senior Marketing Manager at Nestle Purina April 2010 - June 2017

- Lead local marketing team with a focus on developing people and exploiting talents
- Lead marketing strategy
- Supervise long and short-term marketing plans, ensuring compliance with global brand strategy
- Safeguard company, brand, and category P&L in accordance with the company's targets and abiding by company policies
- Follow the performance indicators of the category, including market coverage, volume, value, penetration/impact level, awareness of the brand, and analyzes potential risks and growth opportunities;
- Represent the country in international company meetings
- Collaborate successfully with the corporate marketing team
- Identify and put on track new business opportunities
- Guarantee brand consistency in the channels or categories in which the portfolio is communicated and monitored in accordance with the category plans;
- Monitor the prices of the products and the products of the competition and signal changes and propose actions in line with the Brand's objectives;
- Develop and manage all conferences, events, and promotional campaigns nationwide, including all pre and post-evaluations, and apply their results to future brand plans;

Brand Manager at A&D Pharma Jun 2005 - April 2010

- Actively participate in defining the vision of the Brand, the objectives, and strategies in line with the business direction;
- Implement Brand designs in line with the marketing plan;
- Monitor/control and coordinate the budget allocated to the project;
- Make summaries of market surveys and post-evaluation of projects;
- Implement consumer advertising (advertising, packaging, PR) according to Category and Brand strategy;
- Track pre and post-evaluation of promotions and apply all results to future Brand development plans;
- Approve all artistic products and gives "good print" to the projects for which it is responsible, after a prior approval with the line manager;
- Communicate effectively with Supply, Support departments, Factory, and Agents in relation to all Brand initiatives;
- Organize conferences and events.

Business Developer at A&D Pharma March 2002 – Jun 2005

- Contact potential partners/ clients, schedule appointments, prepare and delivers presentations to the client, and research potential clients' business and needs.
- Work on sales follow-up activities;
- Maintain customer relationships and ensures client loyalty through excellent customer service as



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- well as meet all client's needs and requirements;
- Update job knowledge by participating in education-related events, reading professional publications, by networking efficiently;
- Enhance company reputation by promoting company image and accomplishments

