

Alina BOTA

Senior Management Executive
Business Growth Strategist



Relevant experience

➤ Business / Process Management:

- 18 years of experience in B2B partnerships & B2B sales
- 15 years of experience in Sales Management
- 15 years of experience in Soft Skills Training
- 15 years of experience in Coordination of Projects
- 8 years of experience in Selling Investment Products
- 6 years of experience in Bancassurance
- 3 years of experience in Entrepreneurship
- 3 years of experience in Developing Entrepreneurs and Growing Communities

➤ People management:

- Coordination – 1.000 people in Sales Teams
- Ability to work with teams from different departments & countries 18 years of Experience in Recruitment & Selection
- 18 years of Experience in Developing Leaders
- 3 years Experience in Developing Entrepreneurs

Experience Summary

- **Founder & CEO LevelUP Vision- October 2014 – present**
- Developing an original Program of Personal Branding for Employees and Entrepreneurs
- Developing an original Program of Business Design for new Entrepreneurs
- Working with different companies as Executive Coach and Business Growth Strategist.
- Developing a National Community of Mothers Entrepreneur (MamPrenoare)
- **Accomplishments:**
- Designing more than 150 Personal Brands and Business all around the Country and in UE.

- **Manager Private Investments Team / Aegon TUnZ Varsovia / july 2013 – september 2014**
- Developing a Private Division, project unique in Insurance Business& Aegon Group
- Development of the most complex Investment & Insurance Product from Romania
- Negotiation & Contracts with Investment Funds, Investment Companies
- Developing the Sales Strategy including complex IT program for Clients & Sales team, Marketing,
- Recruiting a team of Relationship Managers, Training and Sales Management
- **Accomplishments:**
- Award for “Best insurance product in Romania” accorded by Insurance Market
- The most innovative Distribution Channel in Insurance Business

- **Manager Strategic Partnerships/ Aegon TUnZ Varsovia / april 2009 – september 2014**
- Identifying potential Distribution Partners - Banks and Insurance Brokers
- Contract negotiation between potential partners and Aegon TUnZ Varsovia, according to Aegon Group Strategy
- Developing the Sales Strategy according to the profile and objectives of the new partner (distribution contract, products, business plan, training, marketing).
- Developing the products together with the specialists from both sides (product manager, actuary, investment manager, lawyer, operations manager, IT).
- Strong implication in Sales Strategy & Training in Banca Transilvania & Aegon Partnership
- Recruiting & Training the first team of Aegon Regional Managers in Banca Transilvania
- Manager of a Sales Team in Banca Transilvania (Orizont Project)
- **Designing and Implementing the Strategic Partnership between Aegon TUnZ & Citibank**
- **Designing and Implementing Strategic Partnerships with more than 80 Insurance Brokers**, Sales Strategy & Marketing & Product Development & Training with each partner
- **Accomplishments:**
- Award for Best Achievement – Orizont Project in 2011
- Exceeding Expectation Award in 2012
- Award for Excellence – 231% Sales with the new Distribution Partner Citibank

Domain

Social:

Excellent personal and interpersonal skills, outstanding communication & presentation.

Organizational:

Leadership / Coordination of processes, people and projects.

Technical:

Planning & Strategy
Strong analytical and conceptual thinking
/ Ability to see big picture

Education and certification

ALMI – LOMA – Insurance fundamentals,
Insurance product, Marketing & Distribution,
Investments – USA

Trainer Certificate

Soft Skills Trainings:

Sales & Sales Management

Recruitment & Selection

Team Management

Leadership

Presentation Skills

Communication Skills

Project Management Skills

Train The Trainer

Personal Branding

Coaching

BA-The Institute of Economic Studies –
Timisoara

Language Skills

English – fluent business

Italian - intermediate level

Romanian - native

Hobby

Yachting – Founder and Ex-Partner of
Yachting Lifestyle

Blogging&Writing on www.levelup.vision

Volunteering – Member of Red Cross
Organization

Contact details

Email: alina.bota@levelup.vision