

GINA MATEI

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Bucharest



LIFE PHILOSOPHY

My example will inspire others.

EXPERIENCE

Sales Director, Head of Liberal Professionals & Retail Division

Libra Internet Bank S.A.

01/2008 - Ongoing Bucharest

- Developing and implementing the 1st niche strategy in Romanian banking system, focused on corporate business clients from medical and other professionals segments (e.g. legal, accountancy, etc);
- Responsible for building the bank's presence in the professionals community. Increasing sales in professionals & retail business lines, meeting operational and profitability objectives, limiting the risk to prevent losses;
- Having the vision, creating the strategy to deliver performance through people (my team: 55 sales people in professionals area and around 100 in retail & operations area);
- Launching new sales approach (digital) in professionals area - the 1st credit 100% online for business clients in Romanian banking sector. Increasing sales over Internet, enhancing business customers' online experience;
- Increasing work efficiency in my team and obtaining the highest profitable business area in the bank (from 7 sales business lines);
- Awarded for excellent results in 2013 for the "Best Project Idea" (based on profitability) and in 2014 as "Best Division Manager".

Corporate Sales, Area Coordinator

Libra Internet Bank S.A.

11/2006 - 12/2007 Bucharest

- Implementing the bank's corporate sales strategy and coordinating the sales managers' activity within the western regional branches;
- Building a direct sales team for professionals clients - a pilot for a niche approach; the results have led management to set up a new sales division for professionals;
- Supporting team members through on-the-job training, facilitating training sessions as needed and aligning training with sales goals;
- Representing company in external partnerships (Professionals Authorities, others).

STRENGTHS

Mentor, Leader & Coach

I support others to achieve the next level of success.

Team builder

I create a productive culture in my division, an example taken over by other teams. I bring people together.

Creative Thinking

I use my ability in new projects or changing existing ones that increase company's profitability.

I live with passion

I have power inside and I use it in all my projects.

EDUCATION

Certified Coach

Coachingdipity SRL, Romania

10/2017 - 06/2018

- Certified ANC, ongoing ICF

Executive Master of Business Administration (EMBA)

Kennesaw State University, USA

09/2014 - 09/2016

Master in Management and Business Administration

Petrol & Gaze University Ploiesti

2006 - 2008

EXPERIENCE

Corporate Relationship Manager

Libra Internet Bank S.A.

📅 08/2005 - 11/2006 📍 Ploiesti

- Customer Advisor- experience in working with both retail and corporate clients;
 - Awarded for excellent results in sales in 2006 as "Best Corporate Relationship Manager".
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Financial Advisor

Cetelem IFN S.A.

📅 10/2004 - 08/2005 📍 Ploiesti

- Managing the relationships with new and existing customers in order to achieve main goals: increased revenue with 30% and reduced non performing loans with 20% .
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MOST PROUD OF



Liberal Professionals Division's growth

Over 20.000 business clients, the highest profitable sales area in the company.
Sales people who become top managers shortly.



My family

My 4 children and my husband are my best life coaches.



My personal and professional evolution

I learn with curiosity from every day experience.

EDUCATION

Bachelor degree in Finance & Banks

Petrol & Gaze University Ploiesti

📅 2002 - 2006

LANGUAGES

Romanian

Native



English

Proficient



French

Intermediate

