



Ionut Laslo

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WORK EXPERIENCE

30/09/2011 – 31/03/2013 Bucharest, Romania

SALES COORDINATOR ELIT ROMANIA P.A.O

- Organise and coordinate the sales activities in 2 districts
- Ensure the maintenance of a good relationship with the customers in the distribution area
- Create and maintain the company's positive image on the market
- Monitor the client balance accounts
- Negotiate commercial contracts
- Increasing number of customers
- Increasing the turnover in responsible region

28/02/2013 – 31/03/2015 Bucharest, Romania

AREA SALES MANAGER TROST AUTO SERVICE TECHNIK

Coordinate sales team in the area
Promote the company products at account client
Established sales objectives for each region and each sales agent
Ensure that the targets (sales, profit , overdue) are achieved,
Communicate with the sales team and make sales strategies together.
Implement the marketing strategies and communicate to our customers the offers every month.
Maintain regional sales staff by recruiting. Selecting and training personal.
Represent company and interact with potential clients
Communicate, negotiate and establish commercial conditions with big accounts in the market
Make product presentation ,technical and commercial for our client and for our sales team

31/03/2015 – 31/12/2016 Bucharest , Romania

REGIONAL SALES MANAGER TROST AUTO SERVICE TECHNIK (ROMANIA)

Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
Determines annual unit and gross-profit plans by implementing marketing strategies; analysing trends and results.
Responsible for the performance, activity and performance of a team with 3 Managers and 21 sales representatives
Implements national sales programs by developing field sales action plans.
Maintain regional sales staff by recruiting, selecting and training personal.
Coordinate sales team in the area
Daily training , motivation and supervision of sales team
Develop and maintain campaigns and offers
Represent company and interact with potential clients
promote software training programs
Create and maintain company's positive image in the market
Develop and coordinate the marketing plan
Develop the annual budget
Develop and maintained expense
Sales coaching for improved performance

31/01/2017 – CURRENT Cluj Napoca, Romania

AREA MANAGER AFTERMARKET- EE NITERRA EMEA GMBH (EX NGK SPARK PLUG EUROPE GMBH)

Manage company business in Automotive Aftermarket B2B segment in : Romania; Hungary; Moldova. Understanding market needs, creating solutions, and applying effective measures for business development in the region.

- Develop & apply the correct strategy for the company's objectives. Seeking problem-solving solutions defines the best strategy for development in all areas with major impact: sales, marketing, logistics, and customer satisfaction.
- Increase market share in designated areas. Develop actual customers at their true potential, bring new partners in, extend product ranges, and design business development frames with clear expectations and intermediate evaluation.
- Develop yearly budgets and P&L. According to P&L KPI use the skills to allocate investments to the most productive account, and measure and adjust for the most profitable results.
- Increase customer satisfaction. Be there, support customer needs, and manage relationships between all parties involved in the business process. Be a friend when is needed, and act like a professional when is a must.
- Analyse market trends and keep the organization informed about potential market trends and changes. Use knowledge of the market and take information on a daily basis about competitors' strategies, tactics, and actions from the market. Keep close communication with colleagues involved in other support departments.

01/01/2024 – CURRENT Antwerp, Belgium

REGIONAL SALES MANAGER CEE/ BALKAN WOLF OIL CORPORATION

Dynamic and results-driven Regional Sales Manager with expertise in developing and executing strategic sales initiatives across Central and Eastern Europe (CEE) and the Balkan region. Adept at driving business growth, expanding market presence, and fostering long-term partnerships to enhance brand visibility and revenue.

Key Responsibilities:

Sales & Business Development:

Develop and execute sales strategies to drive revenue growth in Poland, Romania, Hungary, and other key markets. Identify and pursue new business opportunities, negotiate contracts, and close deals to achieve sales targets. Manage the sales pipeline and provide accurate forecasts for revenue projections.

Market Expansion & Brand Positioning:

Lead market entry strategies and enhance brand awareness through digital communication, events, and strategic partnerships.

Analyze market trends, customer behavior, and competitor activities to refine sales tactics.

Collaborate with marketing teams to implement tailored promotional campaigns.

Customer Relationship & Key Account Management:

Build and maintain strong relationships with key customers, distributors, and stakeholders.

Conduct business reviews and performance assessments with major accounts to optimize partnerships.

Ensure customer satisfaction and loyalty through proactive support and tailored solutions.

Team Leadership & Cross-Functional Collaboration:

Work closely with local sales teams, distributors, and internal departments to drive operational efficiency.

Provide guidance, coaching, and training to sales representatives in the region.

Foster a culture of high performance and accountability.

Financial & Performance Management:

Develop pricing strategies and ensure profitability in line with company objectives.

Monitor sales performance, generate reports, and present insights to senior management.

Optimize budgets for sales activities, promotional campaigns, and customer engagement initiatives.

EDUCATION AND TRAINING

Targu Mures, Romania

BACHELOR DEGREE ECONOMICS University of Dimitrie cantemir

2014 – 2017 Romania

SALES AND COMUNICATION TRAINING Pendl & Piswanger Romania

2014 – 2016

LEADERSHIP 360 ASEBUSS Business School

Website <https://executiveacademy.at/>

CURRENT
VOLUNTER Member of NAAG (New automotive aftermarket generation)

● **LANGUAGE SKILLS**

Mother tongue(s): **ROMANIAN**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Outlook | Microsoft Office | Google Docs | Google Drive | Microsoft Powerpoint | Social Media