

Short Executive Biography

Victor Armășelu is the Vice President of Samsung Electronics for Romania and Bulgaria, a historic appointment marking him as the first Romanian executive to hold this position. With a strategic mandate focused on the 2026 "Companion to AI Living" vision, he champions the transition from standalone products to integrated, empathetic smart home ecosystems, repositioning the television as the central "digital anchor" of the modern home.

Joining Samsung in 2012, Victor rapidly ascended to Director of Consumer Electronics before his VP appointment in 2022. Prior to Samsung, he built a panoramic commercial track record holding top-management roles across diverse sectors, including FMCG (VP Sales at SABMiller/Ursus Breweries), premium automotive (Volvo Cars), and technical B2B sectors (Henkel).

His distinctive leadership approach stems from a unique "hybrid DNA." He combines the deep technical rigor of his early career as a Chief Maritime Engineer with premier executive credentials, including an E-MBA from Kennesaw State University (USA), PMP certification, and Lean Six Sigma expertise. This blend of technical literacy and agile, data-driven operational strategy continues to drive Samsung's market leadership and ecosystem adoption across the CEE region.