

Victor Armaselu



EXECUTIVE BOARD MEMBER

Bucharest, Romania | [LinkedIn Profile](#) | [Personal Website](#)

EXECUTIVE PROFILE

Enterprise-level leader and transformational executive with a proven history of scaling multinational operations, optimizing €1.0B+ P&Ls, and driving organizational maturity. Expert in transitioning legacy business models into high-margin, tech-enabled ecosystems through Direct-to-Consumer (D2C) digital transformation and cross-divisional matrix leadership. Combines an advanced executive management framework (EMBA, PMP, Lean Six Sigma) with a foundational career in maritime engineering, offering boards a rare blend of visionary digital strategy and rigorous, high-stakes operational execution. Proven capacity to lead cross-functional enterprises, build talent density, and deliver sustainable EBITDA growth across volatile global markets.

PROFESSIONAL EXPERIENCE

Samsung Electronics

Romania & Bulgaria

Vice President & Regional Executive

2022 – Present

Promoted to the highest regional executive level, holding dual responsibility: directing the core Consumer Electronics operations and leading a complex, cross-divisional matrix organization.

- ◆ **Enterprise Matrix Leadership (“One Samsung”):** Concurrently manage a unified virtual division operating across B2B, B2B2C, and B2G channels. Extract strategic synergies from independent business units (Mobile, Consumer Electronics, IT, Medical) to deliver integrated, multi-million-euro enterprise solutions.
- ◆ **Core P&L Management (Consumer Electronics):** Direct end-to-end P&L, supply chain, and commercial strategy for the multi-national Consumer Electronics division. Improved overall enterprise gross margin while absorbing macroeconomic supply chain shocks.
- ◆ **D2C & Digital Commerce:** Spearheaded the launch and scaling of the local subsidiary’s Direct-to-Consumer (eStore) platform. Successfully established a new digital sales channel that bypassed traditional retail networks, driving higher profit margins.
- ◆ **Organizational Development:** Championed a culture of “Collaborative Leadership,” overhauling performance metrics and reducing executive attrition to build a highly agile, cross-functional leadership team.

Director of Consumer Electronics (Romania & Bulgaria)

2016 – 2022

- ◆ **Scalable Growth Strategy:** Directed end-to-end P&L, supply chain, and commercial strategy for the multi-national division, driving top-line revenue increase and solidifying market dominance in premium tech categories across two distinct regulatory environments.

Director of Consumer Electronics (Romania) · Head of Visual Display

2012 – 2016

- ◆ **Profitability & Market Capture:** Outperformed global corporate growth targets through aggressive portfolio restructuring and brand repositioning, following the turnaround that captured the #1 market position in the premium display sector.

Management Consultancy

Entrepreneurship

Founder

2011 – 2012

- ◆ **Independent Practice:** Delivered strategy and business consultancy, project management, interim management and external business advice to packaged consumer products clients — channel strategy, route-to-market, key account management, and market investment efficiency.

Vice President, Sales & Distribution**2010 – 2011**

- ◆ **Commercial Organization Leadership:** Led the full commercial organization — Trade Marketing, Key Accounts, Traditional Trade, Demand Planning, Customer Service, and Warehousing & Secondary Distribution. Set the route-to-market vision and drove continuous distribution efficiency, translating shopper, customer and channel insight into differentiating commercial solutions.

Trade Marketing Director · Modern Trade Sales Director**2005 – 2010**

- ◆ **Progressive Commercial Leadership:** Owned channel portfolio strategy and a five-year category value plan; accountable for National Key Accounts contract management, volume, distribution, turnover and EBITA. Concurrently held Brand Marketing Manager for Stejar Strong Beer (2008 – 2009).

Volvo Cars

Automotive · National Importer

Corporate Sales Director**2003 – 2005**

- ◆ **Fleet Business Build-Out:** Established Volvo fleet sales in Romania as national representative to Volvo Car International Fleet Sales — created, implemented and controlled the national fleet sales policy and led international major-account sales.

Henkel Romania

B2B Chemicals

Area Sales Manager, Loctite**2000 – 2003**

- ◆ **Distributor & OEM Development:** Built and coordinated the regional distributor network and managed OEM automotive key accounts including Dacia and Daewoo; launched the Romanian Loctite web presence.

Maritime Transport Sector**Chief Maritime Engineer****1993 – 2000**

- ◆ **High-Stakes Operations:** Directed mission-critical engineering and logistical operations for international maritime fleets. Managed multi-million-dollar technical assets and cross-cultural teams in highly regulated, zero-fail environments, building a foundation in systemic risk management and complex problem solving.

EDUCATION & CERTIFICATIONS

- ◆ **Executive MBA (EMBA)** – Kennesaw State University / ASEBUSS Bucharest (2006 – 2008)
- ◆ **Advanced Management & Leadership Programme** – University of Oxford (2014)
- ◆ **Project Management Professional (PMP)** – Project Management Institute (PMI) (2012)
- ◆ **Lean Six Sigma Green Belt (ICGB)** – International Association for Six Sigma Certification (IASSC) (2012)
- ◆ **M.Eng. (EQF level 7), Maritime Engineering** – Constanța Maritime University (1988 – 1993), first in class