
SORIN EFTENE

TECHNICAL AND PROFESSIONAL EXPERIENCE

Ventacy Software Limited – Dublin, Ireland *2017 – present*

Founder & CEO – responsible for solution development and company’s growth strategy worldwide

Synotech Global Services Romania SRL – Bucharest, Romania *2016 – 2017*

Managing Partner – responsible for group development strategy in Romania and other markets (Germany, Spain, Algeria, Tunisia)

- Member of the board for subsidiary *Enterprise Concept* – specializing in Business Process Management
- Member of the board for subsidiary *Hex IT* – IT system integrator on the Romanian market
- Member of the board for subsidiary *Digital Data Services* – gold partner Oracle in Romania, specializing on development projects on Oracle technology

Microsoft Romania SRL – Bucharest, Romania *7/1998 – 9/2015*

1. Enterprise and Partners Group Director – December 2010 – September 2015
 - Member of the Board of Microsoft Romania, leading Microsoft’s sales teams covering top customers in Romania
 - Responsible for business strategy, operation and execution of the business in the Enterprise space (biggest 70 customers in Romania), for the management and growth of revenues with these customers whilst controlling the productivity and cost of the business
 - Develop opportunities for growing Microsoft revenues and its relationship with customers, extend and expand product and services revenues across the sector and drive professional services and partner sales engagement
 - Managed to grow the business 20% during the last fiscal year at the height of the financial crisis
2. Enterprise Services Director – October 2003 – December 2010

- Member of the Board of Microsoft Romania
 - Manage the Microsoft Services business unit (includes Microsoft Consulting Services and Microsoft Premier Support organizations), responsible for unit's strategy, business development, P&L, people, vendors
 - I managed to turn this unit from a cost center into a highly profitable, professional services organization
 - Grew the team from 7 to 35 people; introduced middle management
 - CAGR over 50%
 - Member of Romanian Partner Team in the subsidiary, the group that oversees all activities related to Microsoft vast partner network in Romania
 - Member of Citizenship Council in Microsoft Romania
 - From January 2008 till June 2008 I was appointed to oversee the Services unit in Ukraine in order to overcome the business and people performance issues
3. Service Line Engagement Manager – 2003 – 2003
- Manage the Microsoft Consulting Services organization within Microsoft Services business unit, responsible for business development, P&L, people, vendors
 - Act as account manager for the largest bank in Romania, Commercial Bank, which generated 80% of the unit's total revenues
4. Senior Consultant – 2001 - 2003
- Provide consulting services to Microsoft's enterprise customers in Romania
 - Manage complex projects, working as Project Manager, coordinating teams from local Microsoft office, partners, vendors and other Microsoft subsidiaries in Europe
 - Provide coaching to junior team members
5. Consultant – 1999 – 2001
- Offer consulting services to enterprise customers and partners
 - Manage complex projects acting as project manager, resource manager
6. IT Support – 1998 - 1999
- Maintain local Microsoft subsidiary IT systems
 - Perform technology and product presentations

Microsoft GmbH – Munchen, Germany

12/1995 – 07/1998

1. Microsoft Promoter

- Working as a vendor in Bucharest, Romania, I was responsible for promoting Microsoft products at public fairs and seminars to customers and partners by doing sales and technical demos, and presentations
- Train Microsoft partners on new products and technologies
- Maintain communication between Microsoft partners and Microsoft GmbH

COMPUTER PROFICIENCY AND OTHER EXPERTISE

- Architecture and design of complex information systems
- IT systems operations, maintenance and support
- Strategy, vision and technical presentations
- Extensive project management skills
- Certified ITIL Service Manager since January 2001
- Microsoft Certified Systems Engineer with 22 exams, since 1996
- Training:
 - Sales & Negotiation, 6 modules, 2001-2002
 - Precision Questioning, 2002
 - Managing People, 2003
 - Finance for non-finance Managers, 2004
 - Integrated Solution Selling, 2004
 - Management Essentials, 2005
 - Enrolled in the Microsoft Mentor program, for 2 years

EDUCATION

- **“Politehnica” University of Bucharest 2000 – 2001**
Master of Science – Graduate, GPA: 10.00/10.00
Thesis: Digital Watermarking of Audio and Video Data
- **“Politehnica” University of Bucharest 1995 – 2000**
Bachelor of Science – Graduate, GPA: 9.00/10.00
Faculty of Electronics and Telecommunications - Bucharest, Romania Department:
Computer Systems

OTHER INFO

- Winner of the Microsoft’s President Award, in 2002 and 2004
- Winner of the World Summit for Information Society (WSIS), e-Government category in Genève, Switzerland in 2003 for the implementation of the eGovernment project in Romania (the only European project winning in this category); received the award on stage from the President of Romania and Minister of IT&C
- Recognized as trusted contributor in NATO 2008 Support Committee by Prime Minister of Romania

- Selected in National Top 100 young managers in Romania, by the “Business Magazine”, in 2007. This top includes representatives from 14 economic sectors, not only IT
- Selected in National Top 10 managers in IT in Romania, in 2006, by the daily newspaper “Cotidianul”

PUBLICATIONS

- "Programming Techniques" – Official Romanian high-school course book, written in 1994-1995
- Technical reviews and business articles in IT and business publications as a spokesperson of Microsoft Romania