

George Ciubotaru

Vice President of the Board
Electro-Alfa International

Contact

marketing@electroalfa.ro
Bucharest, Romania

Education

2004 – 2008
Bachelor's Degree in Management
Boston University, School of Management,
Boston, USA

2002 – 2004
Berkshire School, Sheffield, USA

• Languages

English - C2

Achievements

- Led the partnership and integration process with SGB-SMIT Group (Germany), establishing SGB-ALFA.
- Coordinated the Digital Transformation & Operational Efficiency Program across business divisions.
- Supported internal leadership and retention initiatives through the Academia Alfa program.

● PROFILE

I have over 15 years of experience in strategic management and corporate development, currently serving as Vice President of the Board of Directors at Electro-Alfa International.

My professional focus is on organizational transformation, sustainable growth, and modern corporate governance, with a constant drive toward digitalization and efficiency.

I believe in collaborative leadership, data-driven decisions, and in building a culture based on performance, accountability, and innovation.

● EXPERIENCE

• Vice President of the Board of Directors – Electro-Alfa International (2015 – present)

I oversee the company's development strategy with focus on governance, investment, and international expansion. Also, I contribute to the long-term vision, digital transformation, and operational efficiency.

• Deputy General Director – Electro-Alfa International (2017 – 2022)

Responsible for strategic planning, commercial coordination, and product development. Actively involved in expanding the company's solution portfolio and international partnerships.

• Project and Strategy Manager – Electro-Alfa International (2010 – 2014)

Oversaw internal strategic projects, performance evaluation, and organizational development initiatives.

● CORE SKILLS

- Corporate strategy and strategic planning
- Executive leadership and modern governance
- Performance management and financial analysis
- Organizational development and leadership culture
- Digital transformation and sustainability
- Institutional relations and strategic communication