

# George Ciubotaru

Vice President of the Board of Directors | Electroalfa

## Contact

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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 Electroalfa Group.

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 – Electroalfa Group (2015 – present)

I oversee the group'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 – Electroalfa 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 – Electroalfa 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