



GROSU Florin Bogdan



CURRENT POSITION: Associate Professor; Vice-Dean Bucharest Business School

AFFILIATION/DEPARTMENT: Department of Business Administration in foreign languages (UNESCO chair)

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PROFILE

Florin Grosu is a serial entrepreneur turned academic, with 15+ years of successful experience providing strategic leadership in uniquely entrepreneurial setups. Florin has previously developed and worked for startups in technology, education, and consulting, and has been responsible for project design and implementation, as well as coordinating the business development efforts.



EDUCATION

Habilitation	-
Post-Doc	-
PhD (Doctorate)	2011 - PhD in Management, Faculty of Management, Bucharest Academy of Economic Studies (ASE), Romania. Doctoral Thesis - Strategic Management of Mergers and Acquisitions in Economic and Social Organizations.
Master	2007 - MSc in Financial Economics, School of Business, Economics and Law, University of Gothenburg, Sweden.
Bachelor	2006 - BSs in Economic Cybernetics and Forecasting, School of Economic Cybernetics, Statistics and Informatics, Bucharest University of Economics.

ACADEMIC MANAGEMENT

2010 - 2014 - Associate Dean, Pilkington Ratiu Business School

Main responsibilities:

My responsibilities included academic policy, student admissions, curriculum research and development, faculty recruitment and retention and budget development and administration.

Notable Accomplishments:

- Build infrastructure, back office and academic processes for a new business school offering an EMBA program and executive education programs in SEE.
- Recruited top academics from Harvard Business School, INSEAD, London Business School, Ashridge, Geneva Business School to teach in our program.

ACADEMIC EXPERIENCE

2021 - Present - Assistant Professor (2023 - Present), Adjunct Professor (2021 - 2023), Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Seminars taught:

- Business Strategies (BBA English stream, FABIZ)
- Business Models English (BBA English stream, FABIZ)
- Entrepreneurship (BBA English stream, FABIZ)
- Entrepreneurship (INDE, BBS)
- Digital Transformation (BBA English stream, FABIZ)

RESEARCH PROFILE



My research focuses on entrepreneurship and particularly on fintech and how technology is shaping the financial world to unlock new opportunities for gen Z entrepreneurs and investors.

LIST OF PUBLICATIONS

List of articles published in peer reviewed journals:

1. Strat Vasile, Grosu Florin, Murafa Corina, Chicu Nicoleta, Zgura Ion Daniel (2022). "Is Corporate Environmental Responsibility a Meaningful Factor for Romanian Consumers?". Economic Computation and Economic Cybernetics Studies and Research, Issue 4/2022; Vol. 56, pp. 55-70. DOI: 10.24818/18423264/56.4.22.04. ISI WOS: 000925861000004
2. Grosu, Florin (2022). "Can people's brainhex type be changed with serious games? Evidence from the banking industry". Management & Marketing. Challenges for the Knowledge Society, Vol. 17, No. 4, pp. 565-576. DOI: 10.2478/mmcks-2022-0031.
3. Grosu, Florin (2022). "A Comparative Analysis of the Fintech ecosystems in Romania and Estonia". Review of International Comparative Management, Volume 23, Issue 5, December 2022, pp. 646-655. DOI: 10.24818/RMCI.2022.5.646
4. GROSU Florin, Grosu Adrian (2010) – "Is a merger the right time to launch a HR transformation?" Revista Economică, Nr. 4(51)/2010, pg. 134 – 138, ISSN 1582-6260, ISI WOS: 000392590700023
5. Grosu Florin, Tanase Dragos (2008) – "Negotiation process in Mergers & Acquisitions – a simulation model used in designing the negotiation agreement", 2008 Business Excellence, Special issue of Review of Management and Economical Engineering, Vol. 7, No. 6, ISSN 1583-624X

List of papers published in conference proceedings:

1. Grosu Florin, CIOACA Florin, OPREA Anatol, UNGUREANU Ion – "Serious games design for contextual learning in compliance". 2021 international conference eLearning and Software for Education – eLSE, April 22 – 23, 2021. Voume 1 | DOI: 10.12753/2066-026X-21-052 | Pages: 415-423.
2. GROSU Florin, Grosu Adrian (2010) – "Human Capital post-merger integration in Romania – a comprehensive view on employees' satisfaction in different hierarchical levels over the success of integration", 2010 International Conference on Business, Economics and Tourism Management (CBETM 2010), Singapore, Feb. 26-28, 2010, pg. 155 – 159, ISBN 978-1-84626-026-1, ISI WOS:000284085200032.

List of books & book chapters:

1. GROSU Florin "Innovation as a game", included in the "100 Faces of Innovation" volume, Nemira Publishing House, 2016, ISBN: 9786067586848



PROJECTS

2023 - "VOITA - Voice to Text Analytics" - a research project with the objective of developing an automated platform for analyzing organization's call-center data to provide automation and acceleration of actions response to customer requests. The project also involved the development of a digital learning platform for employees in customer support departments. The project was conducted in partnership with the Polytechnic University in Bucharest and the Technical University of Cluj Napoca and was funded through the Operational Competitiveness Program, contract no. 450/390126/31.03.2023, SMIS code: 156387.

***2020 - 2021** - "Virtual simulated simulated platform for compliance learning-testing. A bold Romanian-Norwegian cooperation" - a project to develop an e-learning platform for the financial-banking industry. The project was funded through Romania Innovation EEA grants (ROM-EEA 1153), contract no. 2020/505503.*

***2020 - 2022**, "Simulated virtual bank" - R&D project for the development of a risk management platform in banking using artificial intelligence algorithms. The project also involved the development of a digital learning platform for employees in banks' risk and compliance departments. The project was funded through the Competitiveness Operational Program, contract no. 58/221_ap2/29.07.2020, SMIS code: 129173.*

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2023 - Present, Co-founder, Blockaware (<https://blockaware.com/>), Bucharest, Romania

Main responsibilities:

- design tokenization mechanism for RWA (real-world-assets) projects in real-estate, art, tourism and finance.
- strategy consulting on how to leverage cutting-edge blockchain technology to create secure, efficient, and accessible investment opportunities.
- strategy consulting on fundraising strategy

2015 - Present, Co-Founder and COO, Traderion, Inc. (<https://traderion.com/>), Charlotte, NC, USA

Main responsibilities:

- design and implement the overall strategy of the company, together with the CEO
- in charge of fundraising strategy and investor relations
- design trading simulation scenarios in various markets and for various financial instruments

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2023 - Present, Romanian American Chamber of Commerce: IT Alliance International Chapter, Head of



Fintech

2014 – 2020, PACT Foundation, Advisory Board – Member

2012 – 2013, Junior Chamber International – JCI, Bucharest Chapter, Secretary General

INDUSTRY AND SOCIETAL ENGAGEMENT

2013 – Present, Young Leaders Club – President

Young Leaders Club is an organization of entrepreneurs and managers dedicated to finding the most promising startup founders and help them achieve their potential by leveraging a global network of amazing people. Currently YLC runs two programs: YLC Finance, dedicated to the best and brightest in finance & economics looking to jumpstart their international career, and YLC Entrepreneurship, a program bridging startups in the CEE with world class accelerators.

INTERNATIONAL EXPERIENCE / ACADEMIC ENGAGEMENT

2019 – Present, Founder Institute (<https://fi.co/>)

Mentor in the world's largest pre-seed startup accelerator, with 180 chapters all over the world. I am a mentor in Eastern European chapter, as well as in Islamabad Chapter.

LANGUAGES

English – Advanced

French – Intermediate

German – Intermediate

SKILLS

B2B Sales Skills – negotiated and closed more than 50 contracts with large financial institutions such as JP Morgan, Citibank, Barclays, Fitch Group, European Investment Bank, SIX Exchange, etc.

Leadership Skills – led more than 10 different teams in various environments: startup, large business, academic, NGO.

Mentorship – Provided constant feedback and strategy insights to more than 500 startups and startup founders in Europe, North America and Asia.

Fundraising – raised private funds from investors and donors in US, UK, Switzerland and Romania.