



PANAIT Vladuț-Vicențiu

CURRENT POSITION: Associate Lecturer

AFFILIATION/DEPARTMENT:

ORCID RESEARCHER ID:

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE: <https://www.linkedin.com/in/vlad-p-2522922/>

EMAIL: vlad.panait@fabiz.ase.ro

PROFILE

Vlad Panait is a seasoned senior business executive with +25 years international commercial experience within multinational companies in different industries, countries and continents with an ascending career from junior roles to head of department /Board Member.

Rounded corporate experience with hands on entrepreneurial experience as Founder and Managing Partner of Sparking Capital VC fund, managing full Venture Capital cycle.

Growth mindset, building high flexibility and tolerance by acting, developing and leading teams in volatile, uncertain, complex and ambiguous environments.

With a good academic background: MBA, Postgraduate Diploma -Advanced Management & Leadership Program @ RSM Erasmus University,



EDUCATION

Habilitation	-
Post-Doc	-
PhD (Doctorate)	-
Master	2006–2008 – Executive MBA (distinction), The University of Sheffield (UK)
Bachelor	1994–1997 – Bachelor in Business Administration, Faculty of International Economic Relations, Bucharest Academy of Economic Studies (ASE), Romania

PROFESSIONAL TRAINING

- 2021–2022** – Advanced Management and Leadership Program, Diploma, Rotterdam School of Business, Erasmus University
The Netherlands;
- 2017** – Venture Capital, IE Business School Executive Education, Spain
- 2009** – General Management Program, C/O/N/E/C/T/A –Vienna School of Organizational Consultancy, Austria
- 2004** – Leadership Fundamentals, Center for Creative Leadership (CCL), Belgium

ACADEMIC EXPERIENCE

2021 – Present – Guest Lecturer Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Courses taught:

- Online Business Models English (Master in Business Administration, FABIZ)
- Technology Entrepreneurship (Master in Digital Business and Innovation, FABIZ)

RESEARCH PROFILE

My research focuses on AI/ML, Generative Artificial Intelligence (Gen AI), AI Agentic systems, exploring their transformational role in different industries such as fintech, cybersecurity, real estate, manufacturing, etc and how these trends can be successfully adopted, developed and scaled up by startups.

OTHER RELEVANT PROFESSIONAL EXPERIENCE

2017 – Present – Managing Partner & Co-founder Sparking Capital SA, Dusseldorf (Germany) /Bucharest



(Romania)

Main responsibilities:

- Fund raising & LPs relationship management.
- Deal flow genesis (research, industry events, BA & VC networks, Accelerators).
- Deal flow analysis (market research, competitors benchmarking, background checks, financial analysis, valuations).
- Deal flow execution (work flow management, structure & negotiation of the deal).
- Due Diligence & investment decision.
- Portfolio development (growth & development strategy, 100 days plan, regular business reviews, accessing & facilitating business network, mentoring).
- Investment sourcing facilitation for future development stages & screening potential exits
- Overall fund governance, strategic partnerships.

2016 – 2018 – Marketing Director CEE, Philips, Bucharest, Romania

Main responsibilities:

- Full KA P&L management in CEE, strategy development, plan execution, 3y innovation plan
- Co shared P&L responsibility for Philips personal health in SEE, marketing lead, category strategy.
- Development of the marketing team skills, capabilities, processes to fit the new roles & development stage of the company (geographical expansion, fast growth)

2014 – 2016, Marketing Manger Heineken Serbia, Belgrade

Main responsibilities:

- Portfolio strategy management
- Lead the change & development of the marketing team skills, capabilities, processes to fit the new role & development stage of the company (a strong challenger of the market leader, from a weak no 3 player)
- Lead the innovation agenda of the company

2011 – 2014 – Marketing & Trade Marketing Manager Heineken Ethiopia, Addis-Ababa,

Main responsibilities:

- Portfolio & brand strategy development (specific roles for each brand in the portfolio/ consumer segments / brand positioning/ communication platforms /new packaging & visual identity /sponsorship platforms / new recipes)
- Redesign of the organisational structure of marketing and trade marketing department, core processes, systems & tools
- Channel strategy development (Trade census - channel strategy - channel activation plans –Sales Execution Excellence

2008 – 2011 – Group Brand Manager, Heineken Romania, Bucharest, Romania,

Main responsibilities:



- Development, planning, execution and monitoring of Golden Brau and Bucegi strategies, plans and tactics for top two strategic brands of Heineken Romania (sales volume > 3 Mio HL)
- Deliver assigned brand KPIs: Value MS, GP Net, Brand Equity, other brand image KPIs.
- Development of the 3 subordinate Brand Managers

2006 – 2008 – Senior Brand Manager, Beiersdorf Romania, Bucharest, Romania,

Main responsibilities:

- Brand financial targets (NPS /PBO) and long as brand KPIs (market shares /usage and image attributes).
- Development, implementation and monitoring of Nivea strategy & plans for the assigned categories.

2005 – 2006 – Group Brand Manager, Star Foods (PepsiCo Romania), Bucharest, Romania,

Main responsibilities:

- Development of the Star chips & Mr. Snaki brand strategy, implementation and monitoring
- Reach AOP targets (sales volume and profit) as long as brand's KPIs (market share, image and usage brand's attributes).

2000 – 2005 – Assistant Brand Manager/Brand Activation Manager, Unilever South Central Europe, Bucharest, Romania,

Main responsibilities:

- Brand financial targets (NPS /PBO) and long as brand KPIs (market shares /penetration & consumption /image attributes) for South Central Europe.
- Development & implementation of Cif and Domestos objectives, strategy, plans and tactics for the whole marketing mix except product

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

2023– Member at Romanian Private Equity Association (ROPEA), Bucharest

MEDIA PRESENCE

Money in Motion, Digi 24 TV, 21 Aug, 2024, <https://www.digi24.ro/emisiuni/banii-in-miscare/banii-in-miscare-8-august-investitii-in-afaceri-private-2888371>

Money in Motion, Digi24 TV, Aug, 2024 <https://www.digi24.ro/emisiuni/banii-in-miscare/banii-in-miscare-9-august-investitii-in-capitalul-privat-2889539>

Medium, Aug 2024, The new frontier in GenAI-the rise of Agentic Systems, <https://medium.com/@vladpanait/the-new-frontier-in-genai-the-rise-of-agentic-systems-8594cdd6b1a0>

Forbes, May 2021, <https://www.forbes.ro/vlad-panait-fondator-sparking-capital-este-continuare-nevoie-de-investitie-iar-povestile-de-succes-care-au-aparut-vor-genera-si-vor-facilita-o-anumita-efervescenta-acest-sistem-214109>



The Recursive, April 2021, [https://therecursive.com/micro-vcs-exploring-the-emerging-trend-in-romanian-seed-](https://therecursive.com/micro-vcs-exploring-the-emerging-trend-in-romanian-seed-investments/?utm_campaign=Romania&utm_content=161086824&utm_medium=social&utm_source=linkedin&hss_channel=lis-_T_j0jlvnY)

[investments/?utm_campaign=Romania&utm_content=161086824&utm_medium=social&utm_source=linkedin&hss_channel=lis-_T_j0jlvnY](https://therecursive.com/micro-vcs-exploring-the-emerging-trend-in-romanian-seed-investments/?utm_campaign=Romania&utm_content=161086824&utm_medium=social&utm_source=linkedin&hss_channel=lis-_T_j0jlvnY)

Medium, May 2020, Assessing opportunities and their related costs in crisis,

https://medium.com/@vlad_31456/assessing-opportunities-related-costs-in-crisis-f07211ab3fe8

Medium, Apr 2020, How startups should navigate current crisis,

https://medium.com/@vlad_31456/how-startups-should-navigate-current-crisis-a02ec31953c3

Medium, Mar 2020, Practical toolkit to be use by startups in critical times,

https://medium.com/@vlad_31456/practical-toolkit-to-use-by-startups-in-critical-times-887fcc3ccfde

Medium, Jan 2019, Recession impact on startups, https://medium.com/@vlad_31456/recession-impact-on-startups-3c18e584374e

Medium, Jan 2019, Marketing Tech – Qvo Vadis ? The early stage investor perspective, https://medium.com/@vlad_31456/marketing-tech-qvo-vadis-the-early-stage-investor-perspective-cea7132b365f

LANGUAGES

English – Advanced

German - Intermediate

SKILLS

Entrepreneurship: International assignments+ founder of a Venture Capital Fund

Cultural sensitivity, adaptability: International experience of study and work abroad in emerging and developed markets (e.g. Ethiopia, Serbia, Greece, Romania, Austria, Germany, The Netherlands, etc)

Customer centricity: Developed via marketing profession, fund raising in the VC fund and the development of portfolio startups.

Teams creation, development, growth: Successful senior executive roles in international assignments within multinational companies + investment decision via a Venture Capital Fund

Mentorship: constantly with the founders/teams of the companies we have invested in

Project & time management: Successful senior executive roles in international assignments within multinational companies + investment decision via a Venture Capital Fund

Analytical thinking: Successful senior executive roles in international assignments within multinational companies + investment decision via a Venture Capital Fund

Planning skills: Successful senior executive roles in international assignments within multinational companies + investment decision via a Venture Capital Fund