



## VERESS Andrea

**CURRENT POSITION:** Associate Lecturer

**AFFILIATION/DEPARTMENT:**

**ORCID RESEARCHER ID:**

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### PROFILE

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As an experienced and high energy business person, I'm driven by curiosity to innovate and achieve company goals.

With a proven track record of expanding business portfolios, introducing new brands and driving market awareness, I have the ability to increase sales and return businesses to profit. Multi-lingual and a strong communicator, I build key working relationships at all levels of the company.

I hold myself to exceptional standards and excel as part of a high-performing team.



## EDUCATION

<b>Habilitation</b>	-
<b>Post-Doc</b>	-
<b>PhD (Doctorate)</b>	-
<b>Master</b>	<b>2005</b> – Academy of Economic Studies Bucharest – Marketing and Business Communication
<b>Bachelor</b>	<b>2023</b> – “Dunarea de Jos” University Galati – Agrifood Products Economics

## PROFESSIONAL TRAINING

**2014 – 2016** Leadership Development Program (Q challenge)  
**2006 – 2014** Brand Positioning, Portfolio Management, Pricing, Digital Marketing, Advertising, Consumer Insights (Heineken Global Commerce University), Project Management (Beacon Partners), Leadership (TMI, Dale Carnegie), Brand Development System, Brand Portfolio Simulation (Heineken University)

## ACADEMIC EXPERIENCE

**2020 – Present** – Associate Professor Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

Courses taught:

- Business Analysis

## PROJECTS

**2004-2006** Channel strategy implementation support – Heineken Romania 2010-2014 Brand Launch (Desperados) – Heineken Romania

**2014-2016** Category Vision, Occasion based Communication, Merchandising Council

## OTHER RELEVANT PROFESSIONAL EXPERIENCE

**Dec 2023 – Nov 2024** Estée Lauder Romania Manager MAC Cosmetics

MAC Cosmetics is part of the Estee Lauder Companies portfolio, the leading makeup brand with a wide range of assortment. The brand is #1 in the portfolio in terms of Sales with presence in Wholesale, Retail and e-com channels. Responsibilities:

- Brand full P&L with special focus on the Sales, GP and OPEX delivering the highest NOP.
- Running the Retail stores to increase productivity, door contribution and optimal profitability for each



individual store.

- Roll out of the brand's marketing plans localising Earned media, makeup artist communities activations, visual merchandising and customised CRM campaigns.
- Define the brand strategy and create constantly relevant omnichannel experience for the brand consumer target group.
- Leading a team of 80 Makeup artists to optimally cover excellence in execution in the retail stores and by optimising the FTE at store level.
- Managing directly a team of 5: Product Manager, Trade Marketing Executive, Owned & Earned Media Coordinator, Trainer and Retail Operations Manager.

#### **Apr 2021 - Nov 2023** Estée Lauder Romania Commercial Manager

Estee Lauder Romania was a key player in the prestige beauty industry. The challenge was to depict the future of the consumption and the right channel expansion.

Responsibilities:

- Ensured the right customer weight balance in the company portfolio via long term JPBs and by adjusting the commercial conditions generating double digit growth in 1 year.
- Achieved double digits company growth in net sales in 2 fiscal years consecutively and contributed to reach the profitability objectives by controlling the gross to net line and by optimising field staff performance.
- Leading a team of 50 Beauty Advisors and 80 Makeup artists to optimally cover excellence in execution in beauty stores and own retail stores.
- Reversed the decreasing trend of MAC via suitable marketing strategy and by optimally operating the 14 Free Standing Stores during the Interim MAC brand lead position for 5 months. (Result: +12% increase vs PY in net sales).
- Managing directly a team of: 4 KAM, 1 Business Analyst, 1 Retail Operations Manager.

#### **Nov 2019 - Feb 2021** - BIC Marketing and Distribution

Category Manager Shavers and Lighters Central-South East Europe

BIC was a key player in 3 categories: stationery, shavers and lighters. The regional offices for Central-South East Europe were located in Romania. The region consisted of 14 countries.

Responsibilities:

- Elaborated the by country/by customer strategy (assortment, channel, pricing, promo and communication/ incentives) for shavers and lighters to deliver net sales and gross profit targets.
- Defined and implement the in-store activities, communication and shopper activations considering the level of the development of the business, RTM and shoppers' behaviour.
- Developed compelling selling stories for the new launches in shavers and lead customer presentations with key drugstores and Modern Trade customers.
- Built tailored customer joint business plans by using their shopper insights and databases in International Key Accounts, drugstores and biggest e-tailers in the region.



- Managing a cross country team: 1 Brand Manager, 1 Trade Marketing Manager, 1 Marketing Executive

**Feb 2019 – Nov 2019** – LEGO Group Marketing Manager Romania&Bulgaria

LEGO was the market leader in Romania in the Building toys category with high awareness level. The main challenge faced in Romania and Bulgaria was the market penetration.

Responsibilities:

- Developed the assortment and pricing strategy by channel for full portfolio, localised the marketing strategy for Romania and Bulgaria based on relevant insights.
- Responsible for the CatMan initiatives to drive consumer sales in Toy Specialists.
- Defined the marketing mix for Pre-school and Girls segments in Romania, Bulgaria, Hungary and Adriatic countries.
- Accelerated e-com presence, conversion and shopper engagement through joint customer plans.
- Managing directly a team of 3 people.

**Dec 2017 – Feb 2019** – SECOM Romania

Senior Brand Manager (New Categories, Tea, Respiratory, Cardio, Nervous)

Secom was the no. 3 player on the dietary supplements market in Romania, the authority leader in integrative medicine solutions with above 300 top quality products.

Responsibilities:

- Successfully launched the Respiratory Protect range of 5 products the respiratory sub-segment.
- Introduced the suitable range in the tea category with 2 brands (marketing mix, shelf presence, in-store communication) to increase frequency of visits in the retail chain stores and online purchases and contribute to revenue.

**Dec 2016 – Dec 2017** – Sabbatical year (personal development trainings and projects) Apr 2014 – Nov 2016 – HEINEKEN ROMANIA

Premium Beer Portfolio Manager (Heineken®, Desperados, Imports, local brands)

HEINEKEN Romania was the most profitable beer company in Romania with more than 20 brands. The main objectives in premium were to develop brand strategies that drive sustainable growth.

Responsibilities:

- Developed and executed the long term vision resulting in double-digit volume growth of the Heineken brand and significant revenue growth (top country in Europe cumulative in the last 3 years). Strategic areas: consumer and shopper insights, OBPPC, Gross to Net, sponsorship platforms (UEFA Champions League, James Bond, Music), brand credential campaigns, pricing, distribution.
- Led the annual commercial plan that achieved +50% growth for the cool and fun Desperados brand by expanding distribution, shelving, on-premise experiences and communication.
- Increased the premium perception of the local brand amongst core target group by 40%; brought the brand in the top 3 most preferred beer brands in Romania by revising the positioning, new visual identity (pack, logo), line extensions, integrated communication, Modern Trade acceleration.
- Full P&L responsibility generating highest levels of revenues (29% of the company portfolio).



- Contributor in global cross-functional teams: Category Vision, Occasion based communication.
- Managing directly a team of: 7 Senior/Junior Brand Managers.

**Dec 2003 – Mar 2014 HEINEKEN ROMANIA**

Trainee, Assistant, Junior / Brand / Group Brand Manager positions.

**LANGUAGES**

**Hungarian** – proficiency

**English** – advanced

**French** – beginner

**SKILLS**

Building and leading teams

Consumer and shopper insights

Brand Positioning

Brand Strategy

Portfolio and Brand Management

Communication (TVC development, digital, in-store, community marketing, advocacy, influencers)

Innovation (product development, pack type launches, line extensions, brand launches)

Visual identity (brand re-positioning: logo, visual cues, packaging, on-premise outlet design)

Channel Strategy

Trade Marketing

In-store execution and activation