




CONTACT

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SKILLS

- Project Management - Waterfall PRINCE2 and Agile Scrum Master Certified
- Digital Sales
- Digital Marketing Campaigns Designer Certified
- Omnichannel Management
- Salesforce CRM - User and Admin
- Bid / Tender Management
- Jira - Confluence - Azure DevOps
- Microsoft Project - Visio - Office 365
- Cross-functional Team Lead

PERSONAL DETAILS

Date of Birth: 01.07.1986

Nationality: Romania

LANGUAGES

English

Fluent

Cambridge Advanced

French

Advanced

Romanian

Native

Andra Mironescu

PROFESSIONAL SUMMARY

Digital Project Manager, with 14 years of experience in Pharma and Diagnostics, implementing digital platforms to automate and increase efficiency for medical sales, marketing and back-office teams.

Bid/Tender management optimization, improving business opportunities and tender specific processes, via customized toolkits and roadmaps.

ACCOMPLISHMENTS

- Delivered 10 Digital Transformation Projects in Europe, Middle East and LATAM, improving project sprint efficiency with 50%.
- Implemented digital floor pricing for Tenders across 18 European markets.

EDUCATION

Master in Banks and Monetary Policies - A.S.E. Bucharest, Romania

Bachelor in Economic Studies - A.S.E. Bucharest, Romania

WORK HISTORY

SENIOR CONSULTANT

11/2018 - 01/2023

IQVIA - St-Prex, Switzerland

- Digital PM to implement OCE, an IQVIA-Salesforce app for medical sales and marketing teams.
- Accountable for project deliverables, manage budgets and resources (incl offshore), identify and manage risks, regular updates to stakeholders.
- Digital PM to implement Conga, a contract management tool for back-office teams.
- Tender management analyses to optimize bid processes and know-how.

COMMERCIAL ANALYST EMEA

10/2014 - 11/2018

Roche Diagnostics - Almere, The Netherlands

- Digital PM to implement GDC, a Roche app, for tenders and offers in EMEA.
- Digital strategy, change management, communication with affiliates and developers, support with tool adoption.
- Define test plan, test cases, perform user trainings, support upgrades.

TENDER COORDINATOR

07/2013 - 10/2014

Roche Diagnostics - Bucharest, Romania

- Manage a team of tender specialists, ensuring all suitable tenders are found and applied for, while respecting internal price policies and tender authority requirements.
- Cross-department communication / tender tool management.

TENDER SPECIALIST

06/2009 - 07/2013

Roche Diagnostics - Bucharest, Romania

- Identify, prepare and send tender offers to local tender authorities.
- Prepare financial offerings together with sales / Contract management.