Radu Voican

Digital Transformation & Product Leader

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SUMMARY

With over 17 years of experience, I specialise in turning ambitious business strategies into tangible, market-leading technology products. My career rests on two foundations: steering complex projects from concept to completion, and building the high-performing teams that innovation depends on. As a certified Lean Six Sigma Green Belt, I embed efficiency and quality into every stage of the product lifecycle.

€42M largest programme budget, delivered on time and on budget	**400K+** active loyalty-app users in the first 5 months	**97%** ML forecast accuracy across 550+ retail locations	**+78%** process efficiency on a workflow platform

EXPERIENCE

Senior Project Consultant · E.ON Software Development

Jan 2026 – Present

- Lead the Hypercare, Cutover and Change Management streams of a strategic transformation programme that standardises CAPEX Asset Management and Maintenance processes across 13 Distribution System Operators (DSOs) in multiple countries, creating a common operating model for the group's growth agenda.
- Built and implemented lean cutover and hypercare governance, keeping operations stable during multi-DSO wave deployments and planned platform releases.
- Lead change management to drive adoption of the unified digital solution across the standardised Asset Management framework.
- Lead analytics automation with Power BI within the team and contribute to AI-first projects across the organisation.

Senior Digital & Transformation Manager · OMV Petrom

Jan 2023 – Nov 2025

- Led the implementation of a new online platform that expanded the voucher portfolio (fuel, shop, gastro, car wash) and opened the client base to B2C.
- Led a strategic project that identified the need for a €200M+ retail infrastructure investment over the next 4 years.
- Piloted the first Machine Learning initiative for a retail forecasting use case, reaching 97% accuracy across more than 550 in-scope locations.
- Led the Petrom Loyalty App project, which reached 400K+ active users in the first 5 months after launch.
- Facilitated a discovery workshop and documented processes, resulting in a 20%+ time improvement and better workload balance for the PMBD team.
- Worked closely with leadership to identify challenges and enable an efficient, successful digital transformation; advised on shaping digital platforms and technology projects.
- Led cross-functional teams to define project scope, resource requirements and cost estimates.

Digital, Product & Transformation Manager · NEPI Rockcastle

Feb 2020 – Dec 2022

- As Product Owner, working with the business, an external developer and the support team, extended the JobRouter platform's process coverage: +78% efficiency and 15% workload reduction.
- Led the organisational and system landscape redesign from legacy systems to Microsoft Dynamics; first production pilot launched 18 months after contract signing.
- Managed projects in Procurement, Accounts Payable and HR, and set up a new Master Data team.
- Drove change management that transformed the company into a digital, paperless organisation.

Business Operations Manager · Oracle Aug 2019 – Dec 2019

- Trusted business advisor to the Western, Northern and Southern Europe SaaS Customer Success regional leaders; supported adoption of the SaaS Customer Success strategy.
- Managed strategic sales programmes for the EMEA sales organisation: pipeline generation campaigns, sales enablement, guided selling and data-driven pipeline recommendations.

Manager, Europe Enabling Team (Supply Chain) · Pfizer Jan 2018 – Mar 2019

- Built, coached and led the Europe Supply Chain Enabling team: product lifecycle change management, master data, metrics and analytics.
- Coordinated supply chain projects including Brexit readiness, Serialization and Tableau adoption; led cost, operations and process improvement initiatives for Logistics & Supply.
- Managed change and adoption of new IT capabilities; drove analytics to identify supply chain optimisation opportunities.

Team Lead, Master Data · Project & Process Manager · EMEA Sales Ops Trainer · HP Inc Feb 2012 – Dec 2017

- Led the Master Data team: performance reviews, recruitment and onboarding, training (hard and soft skills), stakeholder reviews and escalations.
- Worldwide and EMEA process/project manager for end-to-end master data processes (Salesforce, Anaplan, MDM and others): process design, performance, audits and continuous improvement.
- Key projects: Account Setup process improvement (Lean Six Sigma Green Belt project), M&A implementation redesign, Mid-Market process redesign.
- Designed and delivered Commercial Sales Operations training across EMEA.

Global Account Business Analyst · Hewlett Packard Apr 2010 – Jun 2013

- End-to-end ownership of forecast, Quarterly Business Review and annual account target planning; industry, TAM, competitor and share-of-wallet analysis.
- Coordinated local and remote account teams; ensured CRM data quality and revenue/order tracking.

Sales Consultant · Kia Sep 2008 – Apr 2010

- Presented company offerings to prospective clients and managed a dynamic portfolio.

EDUCATION & CERTIFICATIONS

MSc, Cybernetics, Statistics & Economic Informatics
Specialisation: Databases for Business Support · 2011

BSc, Cybernetics, Statistics & IT Economics
2009

Lean Six Sigma Green Belt (MoreSteam)

Project Management Certificate (Google) + internal PMP certification

SKILLS

Leadership: Project, Product & Process Management · Digital Transformation · People Management (on-site & remote) · Training

Languages: English (business proficient) · German (beginner)

Tools: Power BI, Tableau · Power Platform (BI, Flow, Apps) · MS Dynamics, SAP, Salesforce, Oracle, JobRouter · Jira, Azure DevOps