

CRISTINA ZEGHERU

Lagardere Active, division of Lagardere Group, is shareholder in Romania in the following companies: Europe Development International EDI SA who owns and operates the radio license Europ Fm, Radio XXI who owns and operates the licenses Radio 21 and Vibe Fm and Regie Radio Music (RRM) the sales house in charge with selling the advertising space of the radios owned by the Group.

CEO Lagardere Active Romania and member of the Board of Administrators of the companies with successful experience providing strategic, operations and budgeting leadership in uniquely and challenging situations.

Dynamic and results oriented leader with a strong record of performance in developing and implementing the business strategy. Using keen analysis and insights and team approach to drive organizational improvements and implementation of best practices.

Superior interpersonal skills, with high capabilities for resolving multiple and complex (sales, human resources, financial, legal operational) issues and motivating staff to pursue and deliver performance.

Core values: professionalism, performance and ethics.

Executive Performance Benchmarks

- Established Europa Fm the private national radio station in Romania. Europa Fm is no 1 on the target 25-50 years old urban area
- For the last 4 years Europa Fm was awarded the most trusted brand on the radio market
- Europa Fm has the most listened news bulletins on radio
- Radio 21 was the radio with the biggest audience in terms of number of listeners and market share in Bucharest in the history of the private radio market
- RRM was the biggest radio sales house
- Highly involved in keeping and raising the industry and business environment standard

Professional History

December 2020-present - Head of the Minister Office, Ministry of Finance;

March 2020 -December 2020 - Counsellor of the Minister, Ministry of Transport and Communication

CEO Lagardere Active Romania (EDI SA, Radio XXI SRL, RRM SRL) 2001-2014

General Manager RRM SRL 1999-2014

Major Responsibilities

- Establish and coordinate the companies on the Romanian market
- Drives the short and long-term business strategy and objectives
- Involved in advancing clients relationship while managing, developing and executing plans that build and grow the company

- Coordinates New Business
- Provides leadership and insight in all areas of client marketing/communication strategies
- Understands the different communications disciplines of the Agency and facilitates cross-corridor communication integration
- Acts as an opinion leader in the companies senior management team
- Embodies, promotes and enhances the overall philosophy and reputation of the Group
- Coordinating the radio activity (radio programming), marketing and communication
- Supervises the CFO activity and fully responsible for the P&L and all reporting

Nestle SA Romania

May 1998 – April 1999

Product Manager

Major Responsibilities

- Overseeing development of media strategies consistent with brand marketing objectives and selling strategy for the products in charge
- Recommending targeted, innovative media vehicles consistent with media strategies
- Serving as advisor to planning groups
- Maintaining close working relationships with high-level clients, advertising agency and distributing companies

Radio XXI

Aug. 1997 – April 1998

Marketing Manager

Election Campaign for Bucharest Mayor

Jan 1996 – June 1996

Manager of the Campaign Office

Windmill SRL

Nov 1992-1994

General Manager Assistant

Education

1988 – 1994 Politechnical Institute Bucharest
University of Chemical Engineering

1999 Research training course at IMAS with Alin Teodorescu

Language

English

French