

## Reference

Mr. Razvan Balaban joined our company as Market Research Analyst in 2002.

Both, his excellent functional and social skills enabled Razvan gradually to take over enlarged responsibilities as IT Coordinator and IT Manager culminated in the role of Group International Special Projects Manager.

Between 2002 and 2004, as Market Research Analyst and IT Coordinator for Romania he reported directly to me, General Manager, and his main achievements & responsibilities were:

- In charge with daily IT administrative matters and implementation of defined IT strategy
- Author of Retail Classification Database System used for tracking the retail market segment by the sales force
- Author of Distribution Tracking System based on distribution system and sales data

Razvan constantly pushed ahead with his personal development in a well directed and committed manner. He also played a major role in the International projects area during 2002-2004:

- Author and integrator of the ERP system and Retail Classification Database System for Serbia & Montenegro branch office of Gallaher Central Eastern Europe
- In charge of setting up new office, recruitment process and training of IT team for Serbia & Montenegro branch office
- Author and Project Coordinator for Sales Force Automation project for Balkans region based on handheld technology and GSM network

His working style is characterised by a high degree of initiative, independence and commitment. He has a high degree of intercultural competence and is able to adapt easily to different organisational structures.

Mr. Balaban´ behaviour towards superiors, colleagues and business partners was always well accepted.

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Gallaher d.o.o. Beograd, Serbia



Ralf Dellbrügge

General Manager for Serbia, Montenegro and Bosnia & Hercegovina