



First name/Surname

PERSONAL
INFORMATION

CEZAR BATOG

E-mail

cezar@batog.ro

Nationality

Romanian

Education

1993: Faculty of Finance, Banking and Accounting, Bucharest University of Economic Studies, Economist
1987: Graduate, B.P.Hasdeu High-School, Mathematics – Physics, Buzau

Training

Various training courses on Management, Media Planning, Strategic Planning, Business Consulting, Negotiation Techniques.

Work Experience

• **Period**

2022 - present

The PlanB

2006 - 2022

• **Name of employer**

Publicis Groupe Romania, international media advertising company

• **Industry**

Media /advertising

• **Occupation or position held**

Administrator of Publicis Groupe Media GM, Optimedia Romania

Member of ARMA (Romanian Association for Audience Measurement), SATI (Audience and Internet Traffic Study) and IAA (International Advertising Association)

• **Main activities and responsibilities**

Responsible for the strategic development of the company, the budgetary and financial health of the Group in Romania, as well as the implementation of business procedures specific to Publicis Worldwide Management of media budgets, negotiation with media suppliers and management of cashflow for more than 60 international and national clients

- Coordination and management of a team of 51 persons, professionals in the fields related to media, television, radio, online, written press, with a turnover of EUR 40 million/year
- Negotiation of annual budgets of main clients: OMV Petrom, Enel, Sanofi Aventis, Biofarm, Alpha Bank, Penny, Motorola with main media owners and suppliers in Romania
- Supervision of the Group's financial activity, with direct results on P&L and EBITDA
 - Monthly reporting and monitoring of cashflow and income/expenditures
 - Forecasting of income and expenditures, investments as well as monitoring of specific processes

Coordinator of projects with national impact, such as:

- The Ministry of European Funds – campaign for Structural and Investment Funds, co-financing under POAT and POCU, 2014 – 2020
- “Caesar” – National Programme for Cadastre and Land Registration, with ANCPPI and World Bank, as funder,
- ANES – equal opportunities between genders, campaign initiated by the Ministry of Labour,
- “Do not offer bribe!” – together with the Anti-Corruption General Directorate and financing under Norwegian grants
- Initiator of the project concerning transparency of media practices and tariffs in partnership with Competition Council

• **Period**

• **Name of employer**

• **Industry**

• **Occupation or position held**

• **Main activities and responsibilities**

2003 - 2006

Adentity – Public Affairs

PR and Advocacy

Director General

Coordinator of government programmes and social campaigns, such as:

- “PET Recycle” together with the Ministry of Environment, national awareness campaign.
- Media Consultancy and strategic planning for the “Made in Romania” programme initiated by the Romanian Government
- Consultancy for the Ministry of Integration regarding 2004 – 2005 Romania's Integration in the European Union Programme, public acceptance and advocacy campaign
- PR and public affairs for the Ministry of Communication regarding “E-Procurement” programme

Coordination of PR campaigns for different public and political figures

• **Period**

2001 - 2003

- **Name of employer**
- **Industry**
- **Occupation or position held**
- **Main activities and responsibilities**

Welldone Creative, Creative Advertising Agency
Media / advertising
Director General

Turnover of EUR 2.4 million, 5 employees

- Rebranding for Posta Romana – integrated communication campaign
- Crisis Management – for the Ministry of Transport
- I carried out the first international press campaign – Wall Street Journal, Financial Times, Time, for a public institution in Romania
- Integrated communication campaigns for different clients: Pireus Bank, Telemobil/Zapp, Kandia, Mercedes, L’Oreal

- **Period**
- **Name of employer**
- **Industry**
- **Occupation or position held**
- **Main activities and responsibilities**

1994 – 2001
Foote, Cone and Belding
American advertising agency
Media / advertising
Executive Director

Agency turnover – EUR 8 million, 11 employees
 Coordinator of Media Department and Client Services
 Management and HR responsibilities
 Implementation of FCB International work standards
 Negotiation and budget trading
 Responsible for attracting customers and identifying business opportunities

Personal skills and abilities

Mother tongue

Romanian

Foreign languages

English

French

European level*

Comprehensive				Spoken				Written	
Listening		Reading		Conversation		Oral speech		Written	
*C1	Very well	*C2	Very well	*C1	Very well	*C2	Well	*C2	Very well
*B1	Well	*B2	Well	*B1	Satisfying	*B1	Satisfying	*B1	Well

Social skills and competences

Excellent in coordinating and motivating teams of different levels and multicultural, assertive, excellent negotiator and mediator
 Communicative, adaptive, fast learner

Organizational skills and competences

Analytic, ability to synthesize and plan, resilient in competitive environments, multitasking with focus on details, result oriented, negotiation skills in different organizational cultures
 Very good communication and presentation skills

Computer skills	Mac OS Office, Project Management
Hobbies	History, yachting, fishing, cinema
Driving license	A,B categories