



# RALUCA AFLOAREI

Certified Coach

Experienced Entrepreneur & Manager



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[www.lifestyle-business.coach](http://www.lifestyle-business.coach)

Iași, România

## COACHING SERVICES

Top Performance Coaching

Innovation Coaching

Entrepreneurship Coaching

Lifestyle Coaching

## AREAS OF EXPERTISE

Software Development

IT Start-ups

Lifestyle Business

Operations Management

Innovation & Design Thinking

## Professional Experience

- 2022- Present  
RAD CLOUD SRL, Iași Romania  
**Business Coach & Innovation Facilitator**  
Providing coaching services to entrepreneurs and companies.  
Helping leaders in the process of product and service innovation, using the Design Thinking methodology.
- 2017 - 2018  
Amazon, Iași Romania  
**Compliance Manager**  
Grew and managed an operational team of 20 employees, being responsible for people management (recruiting, coaching for performance, performance reviews and promotions), process management and automation, product innovation and stakeholder relationship management.
- 2013- Present  
RAD CLOUD SRL, Iași Romania  
**Co-founder and Managing Partner**  
Founded and managed an online B2B business that offers two cloud platforms for app marketing and e-learning: [www.AppDemoStore.com](http://www.AppDemoStore.com) and [www.PicApp.net](http://www.PicApp.net). Responsible for all aspects of the business: product innovation and management, team set-up and management, product marketing, customer relationship management, business administration.
- 2003 - 2013  
SAP AG, Heidelberg Germany  
**SAP Developer / Consultant / Product Manager**
  - As Solution Developer, I developed SAP solution demos and presentations for events, marketing materials, customer presentations and executive meetings.
  - As Solution Consultant, I delivered presentations, hands-on sessions and workshops at important SAP events (SAP TechEd Las Vegas, München and Bangalore).
  - As Product Manager, I supported the development of two platforms (SAP NetWeaver and SAP Store), by creating product specifications, feature roll-in and roll-out, and quality assurance.

## LANGUAGES

Romanian

English

German

## TECHNICAL SKILLS

Software Programming

Product Design

Solution Architecture

Machine Learning

SAP Solutions

Cloud Computing

## WEBSITES

[www.lifestyle-business.coach](http://www.lifestyle-business.coach)

[www.appdemostore.com](http://www.appdemostore.com)

[www.picapp.net](http://www.picapp.net)

## Diplomas and Certificates

- **Accredited Coach**  
Coaching Partners, 2023
- **Innovation of Products and Services: MIT's Approach to Design Thinking**  
MIT Executive Education, 2022
- **Certified Financial Education Instructor**  
National Financial Educators Council, 2016
- **Cross-border Innovation Business Program**  
Harvard Extension School, 2008
- **Strategy to Action Course Certificate**  
London Business School, 2010
- **Master's Degree, Business Informatics**  
Facultatea de Economie și Administrarea Afacerilor, Universitatea Al. I. Cuza, Iasi, 2005
- **Bachelor's Degree, Economics and Business Administration**  
Facultatea de Economie și Administrarea Afacerilor, Universitatea Al. I. Cuza, Iasi, 2003

## Hobbies

Tennis

Reading & Writing

Montessori Education

## Social Responsibility

2016- Present

Junior Achievement Romania

**Volunteer Entrepreneurship Education Instructor at  
Gymnasium and High School**