

CURRICULUM VITAE

CEZAR BATOG

Personal Information

First name/Surname Cezar BATOG
Address

Telephone

E-mail

Gender Male

Nationality Romanian

Education and Training

1993 Faculty of Finance, Banking and Accountability, ASE
Bucuresti, economist

1987 Graduate, B.P.Hasdeu High-School, Mathematics – Physics
Section, Buzau

2007 Financial Management and Corporate Culture, Codecs

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

Work Experience

Period	2006 – up to present
Name of the employer	Publicis Groupe Romania, International Media/Advertising Company
Occupation or position held	Administrator of Publicis Groupe Media GM, Optimedia Romania
Main activities and responsibilities	Member of ARMA, SATI and IAA 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 over 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 the main clients: OMV Petrom, Enel, Sanofi Aventis, Biofarm, Alpha Bank, Penny, Motorola with main media holders 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 by POAT and POCU, 2014 – 2020
- “Caesar” – National Programme for Cadastre and Land Registration, with ANPCI and Banca Mondiala, as funder
- ANES – equal opportunities between genders, campaign initiated by the Ministry of Labour
- “Do not offer bribe!” – together with Anti-Corruption Directorate General and financing by Norwegian grants
- Initiator of project of transparency of practices and tariffs in media environment, in partnership with Competition Council

Period	2003 – 2006
Name of employer	Adentity – Public Affairs, PR and Advocacy
Occupation or position held	Director General
Main activities and responsibilities	Coordinator of government programmes and social campaigns, such as: <ul style="list-style-type: none">• “PET Recycle” together with the Ministry of Environment, national awareness campaign• Medias Consultancy and strategic planning for the programme “Made in Romania”, programme initiated by the Romanian Government• Consultancy for the Ministry of Integration regarding Romania’s Integration Programme in the European Union 2004 – 2005, campaign for public acceptance and advocacy• PR and public affairs for the Ministry of Communication regarding the programme “E-Procurement” Coordination of PR campaigns for different public and political figures

Period	2001 -2003
Name of employer	Welldone Creative, Creative Advertising Agency
Occupation or position held	Media/Advertising
Main activities and responsibilities	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 1994 – 2001
Foote, Cone and Belding
Occupation or position held American Advertising Agency
Media/Advertsing
Main activities and responsibilities Acting as Executive Director
Agency turnover – EUR 8 million, 11 employees
Coordinator of Media Department and Client Services
Management and HR of the campaign
Negotiation and budget transaction
Client attraction and identification of business opportunities

Personal skills and abilities

Mother tongue
Foreign languages Romanian

Comprehensive		Spoken		Written	
Listening	Writing	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 on different levels, 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 abilities in different organizational cultures
Very good communication abilities and presentation

PC skills
Mac OS Office, Project Management

Hobbies
History, yachting, fishing, cinema

Driving License
A,B

Personal Skills And Competences

Mother Tongue Romanian

Other languages English
Understanding (Listening, Reading, Speaking, Participation in a conversation, Oral Speech, Writing) – C1; Competence Certificate – Advanced Level
Italian (Listening, Reading, Speaking, Participation in a conversation, Oral Speech, Writing) – B1

Communication skills Good communication skills acquired through participation in different television and radio shows
Good communication skills by means of press due to various articles written and published in local and national press
Numerous speeches within meetings of the County Council of Constanta and specialty commissions in the Romanian Parliament

Organizational skills and competences

Leadership
Advanced communication skills
Flexibility
Advanced negotiation ability
Orientation towards people but also towards results
Team work ability

Competences acquired at the workplace

A good management knowledge within private companies
A good understanding of the administrative and legal system, both on a local and national level
Ability to interact with persons from different social- professional and cultural environments
Management of unexpected circumstances
Ability to adapt
Ability to manage a large volume of work, manage and prioritize the tasks
Respect the terms and commitments
Ability to coordinate and manage various institutions in a state of emergency and alert during SARS COV-2 pandemic

Digital Competences

SELF-EVALUATION
Information Processing – Experienced user
Communication – Experienced user
Content creation – Experienced user
Security – Experienced user
Problem solving – Experienced user

Other skills

Adapt to unexpected circumstances
Ability to work in a team

Promotion on the basis of merit
Spirit of initiative

Driving License Category B

Additional information Participation in Work Group organized by the Ministry of Energy for the amendment of Law No. 220/2008
Participation in Work Group organized by the Ministry of Energy for the promotion of the Government Emergency Ordinance No. 24/2017
Participation in Work Group organized by the Committee for Industries and Services in the Chamber of Deputies for Law No. 123 amendment
Participation in various national and international conferences in the field of energy