

George Bogdan Popescu

Senior B2B Sales Executive - 20 Years | Cross-Border Logistics & Fintech

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Professional Profile

B2B sales executive with 20+ years closing high-value contracts in Romania across cross-border logistics, courier, and insurance. I work accounts from SMB to enterprise, and I'm at home in long negotiations with several decision-makers in the room. What sets me apart: I built my own AI lead-qualification pipeline that feeds 1.000 pre-qualified leads a day into the CRM, so I bring a prospecting engine with me into every new territory.

Professional Experience

Area Sales Executive - MEEST International | Aug 2025 - June 2026 | (10 months)

- Closed a major cross-border partnership with SC GEBO TOOLS SRL (60.7M RON 2025 turnover, Revenue +8.17% YoY) in February 2026, a deal that ran through four decision-makers before close.
- Built the **MEEST Lead Recovery & Enrichment Pipeline** a custom Python + AI system pulling from ANAF (3 endpoints)/mfinante.gov.ro/ONRC/VIES/BPI/RISCO/TERMENE/LISTAFIRME/Google Maps/Google Business Profile/BuiltWith/Hunter.io or Apollo.io/OpenCorporates/Clay/Similarweb/Semrush/DataForSeo; enriched **8.307 firms at 99% data coverage**, feeding **1.000 pre-qualified leads/day** into CRM and replacing a manual process that previously took 6 months.
- Reactivated **28% of inactive legacy leads** into revenue-generating corporate accounts via the pipeline, and drove **45% QoQ growth** in cross-border shipment volumes on EU and non-EU corridors.
- Cut average **sales cycle by 40%** with AI lead-scoring + predictive research; held a **94% account retention rate** through proactive account health reviews.
- Shifted the service mix toward premium express products, lifting regional portfolio **gross margin by 14%**; scaled the AI workflow, multiplying prospecting capacity without added headcount.

Field Sales Executive - Cargus S.R.L. | Feb 2021 - Aug 2025 | (4 years 6 months)

- Managed and expanded a regional portfolio of **100+ clients** (SME + enterprise) in **Salesforce CRM**, exceeding annual targets by **15%** on average and driving a **38% revenue increase** through premium cross-sell (Time-Definite, Ship-from-Store).
- **Exceeded quarterly quota** with a performance bonus in nearly every quarter; ranked **#2 in the department and #1 in my team**. Key accounts won via pilot-then-close: IT Genetics, Editura Univers, Bichis Global Group.
- Held a **96% customer retention rate** in an aggressive market through dedicated after-sales support; cut delivery workflow setup time **30%** for large e-commerce accounts.

Financial Sales Consultant - Kunden Broker S.A. | Apr 2015 - Feb 2021 (5 years 11 months)

- Structured custom life / health / corporate protection portfolios for **120+ retail and SME clients**; flagship win, a 50-employee corporate health contract (Signal Iduna) for **Holotech Studios**, won by re-segmenting risk tiers vs the incumbent.
- Lifted meeting-to-close conversion **22%** via structured Financial Needs Analysis; held a **96% annual policy renewal rate** and grew average account value **16%** by bridging retail policies into SME corporate plans.

Financial Consultant - NN Life Insurance (formerly ING) | Sep 2007 - Jan 2013 (5 years 4 months)

- Consistently ranked in the agency's **top tier, exceeding quarterly targets by 18%**; managed a high-value portfolio of high-net-worth individuals, including public figures (among them a future Romanian Foreign Minister).
- Generated **45% of new high-net-worth accounts** organically via a structured referral framework; held a **97% policy persistence rate**. Top clients were honored at NN/ING's annual gala for an advisor's most valued customers.

Operations Coordinator & Partner - Impact Advertising S.R.L. | Oct 2003 - Sep 2007 (3 years 11 months)

- Co-managed budgeting and the annual budget, securing **14% YoY net margin growth**; directed end-to-end imports + customs, cutting procurement logistics cost **18%** and improving cash flow **25%**.

Earlier: IT Technician, Frontier Computers (2000-2001); Legal Assistant, Notary Public Office Adriana Madalina Mititiuc (2001-2003).

Core Strengths

- **B2B sales:** full-cycle ownership, cold outreach, multi-party deal negotiation, account expansion, retention.
- **Cross-border logistics:** EU + non-EU shipping, customs documentation, intra-community VAT, first/middle/last-mile.
- **Insurance & risk advisory:** life / health / pension, corporate risk assessment, key-person protection, financial-needs analysis.
- **AI sales tooling:** built my own lead-enrichment pipeline (Python + LLM orchestration with Claude Code and DeepSeek); prompt engineering for prospecting at scale.
- **CRM & pipeline management, Salesforce;** Romanian regulatory data fluency (ANAF, ONRC).

Education

- **Academia de Studii Economice (ASE), Bucharest,** Accounting & Management Information Systems, coursework (2000-2002).
- **Politehnica University of Bucharest,** Electrical Engineering (Electrotehnică), coursework (1999-2000).
- **High School of Postal and Telecommunications no. 13 (Gheorghe Airinei), Bucharest (1995-1999),** Telecommunications and Computer systems.
- Driving License: Category B.

Languages

- Romanian (native) - English (advanced) - French (basic) - Italian (basic)