

## **ALEXANDRU ANDREI IACOBAS**

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Date of Birth: August 10<sup>th</sup>, 1980

Bucureşti, România | New York, USA

### **EDUCATION**

**1995-1999** National College Mircea cel Batran, Constanța, Romania. Major in IT.

**1999-2004** Academy of Economic Studies. Cybernetics, Statistics and Economic Informatics. Division of Economic Informatics

**1999-2000** Involved in research, awarded at conferences on Software Development and Computing Systems

### **EXPERIENCE**

**1998 - 2001** Designed and managed an individualized software for the administration of a private pharmacy (family business: Tilia Farm, Constanța)

**2001 – 2016** Founder and General Manager of WinSoft companies consortium with national coverage. Headquarter: Bucharest, Romania

#### ***Elements that led to the national success of the WinSoft brand:***

- Creating an administration software adapted to the work flow of a pharmacy based on the personal work experience in the pharmaceutical field. The first versions of the PharmaOriginal software were completed and used in daily practice in 1998. Since then, the software's time curse has been impressive both in regards to the integrated applications and as to the number of end users. The translation into multiple programming languages: TurboPascal, Delphi, VFoxPro, .Net, with different database structures, but with a continuous focus on a friendly, easy-to-use interface to the customer were advantages that led to the massive increase of customer numbers from 1 to 1,300 during the 15 years of activity
- Creating an administration software specifically for the pharmaceutical warehouses, able to function both independently, but also interconnected with the retail pharmaceutical administration software and the on-line store – with integrated control from the developed applications
- Creating a web platform, [www.pharmasql.ro](http://www.pharmasql.ro) , connected to the SQL databases of the clients that offered rapid and customized access to reports, statistics and predictions (supply orders, inventory redistribution, online orders) for the entire pharmacy chain and/or the affiliated pharmaceutical warehouses
- Creating a communication platform between the main existing accounting software applications (Ciel, SAGA, WinMentor, etc.) and the pharmaceutical administration software as well as

developing direct digital import of bills from the main pharmaceutical distributors (Relad, Fildas, Mediplus, Farmexpert, ADM Farm, Europharm, Farmexim). PharmaOriginal is the only pharmaceutical software that integrated the online orders to the distributors for Mediplus and ADM Farm.

- Designing the development strategy, planning and monitoring of financial indicators at the level of the company, the geographical area targeted and the economic field
- Continuous monitoring and analysis of the pharmaceutical market for the development and time-sensitive adaptation of the offered products and services to the needs and trends of the retail pharmacies.
- Strategic business partners along the way that resulted in the increase and the diversification of clients, and also in the massive increase of net turnover: Relad, Farmexpert, Mediplus, ADM, Fildas, Syonic, Microsoft, IMS, Pfizer. Between 2010-2016 the net annual turnover of WinSoft group exceeded 1 million EUR per year with a net profit of 40-45%.
- Recruiting the right people for the team. In 2016, WinSoft activities were relying on the expertise and the active involvement of 40 IT experts, financial, accounting, marketing, HR and sales representatives. The team's annual reunions, organized in an informal environment, modelling teambuilding, were always happy celebrations amongst friends. Career challenges, overcoming limits, competing and succeeding on a market with big players, direct involvement in the development of the company have been appreciated by the team members, that have been loyally employed in WinSoft from the very beginning.
- Direct involvement in the software developing, sales, recruiting, strategic coordination. Working side-by-side with the team as a clear reflection of "lead by example". Supporting the expansion activities, marketing and sales to the clients, attracting major pharmacies to our portfolio are the results of direct involvement into the process of sale, negotiation, installation and personalization together with the field team. Phone conversations, emails, direct encounters/visits to over 50% of WinSoft portfolio clients.
- Development of additional products and services related to the pharmaceutical administration software PharmaOriginal: module to improve the efficiency of the pharmacy's activity, web platform for reports, dedicated modules for the pharmacy chains, general accounting application, module for inventory with portable bar codes labeling, services for technical maintenance of equipment
- Promoting the company's products and services at national and international pharmaceutical and IT conferences, for example: 2008 – Exhibition Fair GARTHER ORLANDO (USA), 2009 – Economic mission MONTREAL, TORONTO (CANADA), 2010 – Economic mission CAPE TOWN, DURBAN, JOHANNESBURG (SOUTH AFRICA), 2011 – Exhibition Fair DUBAI (EAU), 2015 – Symposium AMSTERDAM (HOLLAND) "Aegate Safe Medicine Ecosystem Partner Program" s.a.
- Communication with the experts involved in the management of pharmaceutical software developers: Montero/CEGEDIM, Softeh, Setrio, HTSS, aiming to create an environment of fair competition.

**2015-2016** Negotiation of exit from WinSoft towards a partner that accepted complete transition of all clients, the team, software products and that secured, outside of a significant financial offer, the continuation of initiated projects

**Fluent Languages:** English, French, Italian

**Technical expertise:** SQL database

**Leadership skills:** managing teams of IT specialists and administrative representatives

**Hobby:** piano, traveling, chess, professional poker

**Personal Motto:** "It's kind of fun to do the impossible"