

OVIDIU BOJAN

Executive Director | AROBS TRANSILVANIA SOFTWARE SA
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PROFESSIONAL PROFILE

Executive Director of the TrackGPS Division of AROBS Transilvania Software S.A., with 25+ years of senior management experience in technology, distribution, real estate and manufacturing-related fields. Responsible for leading the fleet management department (150,000+ monitored vehicles, 11,000+ partners), with operations in Romania, Moldova, Hungary and South-East Asia. Combined experience: background in mathematics and computer science, commercial activity, M&A and governance within a public company.

RELEVANT COMPETENCIES

- **Strategy & P&L accountability:** development and execution of multi-year business plans for the Software Products line; analysis of financial and non-financial reports; implementation of corrective measures.
- **M&A and integration:** involvement in the consolidation of the group's fleet management business, including SAS Group (2018), Centrul de Soft GPS and SVT Electronics.
- **Regulation & risk:** information security governance and implementation of integrated management standards
- **International expansion:** opening and development of the Indonesian office; expansion of the group's fleet management business in Hungary, Moldova and Asia; negotiations with international partners and suppliers.
- **Technology & innovation:** leadership of the TrackGPS platform development (v4.0); integration of AI and video telematics solutions, tachograph analytics and compliance solutions.
- **Leadership & people:** building leadership teams through coaching of team members.

PROFESSIONAL EXPERIENCE

Oct 2023 – present
Cluj-Napoca

Executive Director Software Products - Arobs Transilvania Software SA
AROBS Transilvania Software S.A. |

- Appointment by the Board of Directors to the position of Executive Director, with delegated management powers; member of the executive management team, alongside the CEO and the Executive Director of the Software Services Division.
- Definition and execution of the division's strategy, business plan and budget; accountability for results, risk and compliance across the entire business.
- Responsible for the Software Products and R&D strategy

Oct 2017 – Oct 2023
Cluj-Napoca

Executive Director – Fleet Management Services (TrackGPS)
AROBS Transilvania Software S.A.

- Taking over the leadership of the fleet management business line and developing it into a regional market leader.
- Contribution to building the group's fleet management portfolio: acquisition of SAS Group (2018), Centrul de Soft GPS (2023); positioning the group in the top 10 in Central and Eastern Europe.
- Launch of the TrackGPS v4.0 telematics platform; development of new business models for private and public sector clients.

Jan 2015 – Oct 2017
Cluj-Napoca

Executive Director – Retail Distribution
AROBS Transilvania Software S.A.

- Management of the Distribution department: operational plan, products and services
- Leadership of one of Romania's largest distributors of PND navigation systems; management of a portfolio of leading international brands (Garmin, TomTom, Mio, Becker) alongside the in-house Smailo brand.
- Building active distribution across all major national electronics and hypermarket chains (Altex, Flanco, Carrefour, Cora); listing of Arobs on the eMAG marketplace platform.
- Development of the online sales channel, extending brand reach beyond physical retail; implementation of omnichannel strategies.

Jan 2011 – Jan 2015
Cluj-Napoca

Department Manager – Optimall Sales Force Automation
AROBS Transilvania Software S.A.

- Management of the Optimall SFA division
- Development of Romania's first RDS-TMC traffic information system, in collaboration with EuropaFM and Be-Mobile
- Development and delivery of vending machines for the Public Transport Company of Iași.
- Opening of the Indonesian office;
- Development of new distribution product lines together with partners from Asia.

Mar 2010 – Dec 2010
Cluj-Napoca

Executive Director
Micro Mapper

- Development of new content for Romania's digital map, in partnership with Google Inc., TomTom Maps, Navteq and Orange Romania.

Dec 2007 – Mar 2010
Cluj-Napoca

Executive Director
Nisco City Center | Real estate

- Coordination of the development of the "Akademia" shopping center: consultants, contractors, tendering, design, technical and leasing specifications; reporting of costs and project status to management.

Aug 2005 – Dec 2007
Cluj-Napoca

Executive Director
Proton Auto SRL

- Development of auto parts distribution in Romania; setting of organizational goals and policies and of short-, medium- and long-term business plans; expansion of cooperation with importers, manufacturers and traders.

Mar 1997 – Sep 2005
Cluj-Napoca / Bucharest

National Sales Manager (2004–2005) • Product Manager (2001–2004) • Area/Branch/Sales roles (1997–2001)
Atlas Corporation | Fujifilm distribution

- National Sales Manager: preparation of the company budget, monthly monitoring of the profit and loss statement, balance sheet and cash flow; negotiations with key suppliers (Fujifilm, Sony, Connex).
- Product Manager: management of a budget of over EUR 3 million for the development of the Fujifilm network in Romania; implementation of rental systems for Fujifilm photo equipment and labs.

EDUCATION

2006 – 2007 **Master's degree, Business Management** – "Bogdan Vodă" University, Cluj-Napoca

1991 – 1995 **Bachelor's degree, Mathematics and Computer Science** – "Babeș-Bolyai" University, Cluj-Napoca

EXECUTIVE TRAINING & CERTIFICATIONS

2015 – 2017 **ELITE Program** – London Stock Exchange Group's international program for high-growth companies

2001 – 2004 **Product Management and Marketing Strategy** – Fujifilm, Düsseldorf, Germany

2000 – 2004 **Professional Diploma and Certificate in Management** – CODECS

PERSONAL SKILLS & COMMUNITY

Languages **Romanian** – mother tongue **English** – advanced

Management Strategic planning, P&L management, M&A, negotiation, change and crisis management, project management, team and leadership development.

Digital Microsoft Office (advanced); solid understanding of software, telematics and data-driven business models. Driving license: category B.

Community **Rotary Club "Cetatuie", Cluj-Napoca** – Founding Member (2007); President 2016–2017