

# Sorin PEȚAN - CV

## ▶ SUMMARY

Experienced strategic consultant, with a dual technical & business background and a unique blend of curiosity, creativity, analytical & social skills – delivering innovation impulses in technology fields.

## ▶ PROFESSIONAL EXPERIENCE

### **STRATEGY & PORTFOLIO MANAGER - CONTINENTAL** Sep 2025 - present, Timisoara, RO

Strategy & business development for ContiTech OESL. Business field portfolio management. Market/competitor intelligence.

### **SCOUT FOR TECHNOLOGY & INNOVATION - BOSCH** Feb 2022 – Sep 2025 (3.5 years), Timisoara, RO

Consulting role: supported 50+ Bosch innovation & technology development projects with market intelligence, technology scouting & business insights – in multiple industries. OSINT expert.

Performed market & competitive analysis. Researched & synthesized insights on technology, customers, competitors, partners, suppliers – across geographies. Delivered insights for make-or-buy decisions.

Supported business model development, go-to-market strategies & product-market fit for Bosch internal innovation projects. Helped validate early innovation & business hypotheses with facts. Market sizing. Identified trends, market opportunities & white spaces.

Managed research projects and interns. Crafted and delivered tens of professional presentations to a variety of high-level stakeholders.

Co-developed 2 workshops to train technical innovation teams on desirability, positioning & business model development.

Standing-in as backup Team Leader for department. Received 2 Bosch “Continuous Improvement” Awards. Internal UX Champion. Part of digital transformation/AI team for market intelligence.

### **NEW MEDIA MANAGER – ALFA OMEGA TV** Jan 2010 – July 2021 (10.5 years), Timisoara, RO

Developed & executed a digital media strategy. Managed team of web producers. Internal & international stakeholder management.

Content strategy & development of a 27k-page website. News, e-store & VOD websites built with CMS-es & custom coding.

Implemented streaming video: 24/7 channels, live events, VOD, PPV.

Mobile: Concept & development of a crossover iOS/Android app.

### **BRAND & MARKETING RESPONSIBLE – ALFA OMEGA TV** 2015 – July 2021 (6.5 years), Timisoara, RO

Managed a year-long multi-media rebranding project in June 2016. Coordinated 10+ multi-channel (TV-web-mobile-social-email-print)



## ▶ CONTACT

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**Full legal name:** Alexandru-Sorin Pețan

## ▶ PROFESSIONAL SKILLS

- Proficient in Market intelligence; Competitive analysis; Technology scouting
- Excellent insights in go-to-market strategies for new tech products
- Good overview in innovation mngm.
- Solid experience in project management, as well as team/line management. Able to cast vision & strategy, and then execute.
- Good marketing/fundraising experience
- Broad outlook and proficiency in media: journalism, TV & video, web/mobile, UX.
- Excellent presentation skills

## ▶ PERSONAL SKILLS

- Curiosity and open-mindedness. Ability to learn new things fast.
- Initiative & entrepreneurship.
- International exposure & adaptability. Lived/worked in 4 countries: RO, US, AT, FI
- Strategic thinking & analytical skills; Steady under pressure.
- Leadership; Connector of people & opportunities; Team player;
- Empathy & active listening; Clear communication; Persuasion;

marketing campaigns. SEO, SEM, Analytics. Content marketing. Implemented CRMs (2011 & 2018) + processes for GDPR compliance.



### **CHIEF EDITOR FOR PRINT MAGAZINE – ALFA OMEGA TV**

Dec 2011 – July 2021 (9.5 years), Timisoara, RO

60+ editions – concept, editorials, editing, managing team & writers.



### **PROJECT MANAGER SUPERBOOK ROMANIA – ALFA OMEGA TV**

2015, 2019 (2 years), Timisoara, RO

Romania launch strategy, events, marketing, stakeholder mngm.



### **ASSISTANT PROFESSOR – POLYTECHNIC UNIVERSITY UPT, RO**

2018-2019 (2 years), Timisoara, RO

Taught a university class (laboratory), as an industry professional.



### **ASSISTANT TO DIRECTOR OF SPECIAL PROJECTS – CBN USA**

May 2008 – June 2010 (2 years), Virginia, USA

Produced promo videos. Implemented/built CRMs & websites for int. branches, as well as a web-based internal reporting tool for them.



### **COO REELGOOD.TV – REGENT UNIVERSITY, USA**

Jan-Dec 2008 (1 year), Virginia, USA

Management of the student web-tv network called Reelgood.TV. Developed web & video projects for marketing.



### **GRADUATE ASSISTANT, WEB DEVELOPER - REGENT UNIVERSITY**

Aug 2007 - May 2008 (10 mo.), Virginia, USA

Web dev. & administering the School of Communication's website.



### **WEB DEPARTMENT LEAD – ALFA OMEGA TV**

Sep 2006 – Aug 2007 (1 year), Timisoara, RO

Managing web operations. Building 3 websites & publishing web content. Setup of 24/7 live streaming, live events & VOD.

## **EDUCATION**

### **PhD – Electronics & Telecom engineering / Multimedia**

2010-2014 - Faculty of Electronics, Telecommunications & Information Technologies, Polytechnic University, Timisoara, RO (Guest-researcher at Salzburg Research Institute, Austria - 4 months)

### **MA - Master of Arts in Digital Media**

2007-2009 - School of Communication, Regent University, USA

### **Bachelor of Science - Electronics & Telecom Engineering**

2001-2006 - Faculty of Electronics, Telecommunications & Information Technologies, Polytechnic University, Timisoara, RO (Erasmus: 3 months @ Oulu University of Applied Sciences, Finland)

### **High School Diploma; Assistant-programmer**

1997-2001 – ‘Grigore Moisil’ Informatics Highschool, Timisoara RO

## **CERTIFICATIONS**



**Google Project Management** (Coursera, 2025) 7-course Specialization

**Emory Univ. – Management Consulting** (Coursera, 2025) 5-course Specialization

**Google - Generative AI Leader** (Coursera, 2025) 5-course Professional Certificate

**IBM & UVA Darden - Digital Strategy** (Coursera, 2025) 6-course Specialization on AI, Digital transformation, Data Analytics

**IBM - Key Technologies for Business** (Coursera, 2025) - 3-course Specialization on Cloud computing, AI & Data Science.

**BCG & UVA - Leading the Modern Day Business** 4-course Specialization (Coursera, 2024): Digital Transformation; Design Thinking; Digital Product Mngm;

**Innovation Management** course (Coursera, 2024) – Univ. of Leeds

**Design Thinking Fundamentals** 2-day course - Design Thinkers Academy (2023)

**Bosch courses:** Tech. foresight, Business Model Innovation, Innovation Management

## **TOOLS**

Office: MS Office, Libre Office, Google Docs  
Market intelligence: 15+ AI-powered tools;  
Marketing: FB & Google Ads, Analytics; CRM;  
Media: Adobe CC; Wowza; FFMPEG;  
Web & Mobile: Joomla & Wordpress CMS, HTML, XML, JSON, Javascript, PHP, MySQL

## **LANGUAGES**

**Romanian:** native  
**English:** C2 (near-native). Certificates: TOEFL & CAE (Cambridge Adv. English)  
**French:** B2 (independent user)

## **HOBBIES**

Photography, history, astrophysics, LEGO, travelling & intercultural experiences.