FLORIN SĂFTOIU

Biography

Dynamic and **results-oriented** professional with **extensive experience in energy systems**, **product management**, **business development**, and **applied research**.

Founder of Bean2Business, with **over 10 years of technical experience** and **5 years in the specialty coffee industry**, delivering **technical** and **commercial solutions** for clients with a **structured**, **efficiency-driven approach**.

Experienced in **B2B negotiation**, **market analysis**, **product strategy**, and **leading multidisciplinary teams** on **complex projects**.

PhD researcher with contributions in **multiphysics modeling**, **ultrasonic** and **electromagnetic processes**, and **energy efficiency**. Passionate about **creating sustainable business concepts** from **idea** to **implementation**.

Key Strengths & Competencies

- Strong expertise in B2B commercial contract negotiation and management of strategic client relationships, with a focus on long-term partnerships
- Planning, administration, and control of project and commercial budgets across technical and business initiatives
- Cost, profitability, and performance analysis to support informed decision-making and optimize project outcomes
- Development and execution of product strategies and customized solutions for B2B clients
- Support for new solution and product implementations in national and international projects
- Strategic positioning of technical solutions based on market analysis, customer requirements, and technology trends
- Active involvement in recruitment, onboarding, and team development for technical and business roles

PROFESSIONAL EXPERIENCE

Bean2Business (bean2business.ro)
January 2024 - Present

Founder and Owner

Freelance Business Consultant & Development Manager
October 2022 – December 2023

Objectives:

- Negotiation and management of commercial accounts, including strategy for client acquisition and retention
- Market research, pricing analysis, and implementation of “try & buy” programs
- Offer preparation, consulting, and account management
- Oversight of billing, purchase orders, sales revenue, and financial performance
- Project and product management, planning, and coordination of cross-functional activities

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Key Skills:

· Negotiation · Deadline-oriented · Multitasking · Sales & Business Development · Communication · Management Consulting · Business Intelligence (BI) · Customer Relationship Management (CRM) · Account Management · Data Analysis · Analytical Thinking · Business Analysis

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Huawei Technologies
May 2021 – October 2022

Wireless Product Manager

Objectives:

- Presented solar solutions at annual trade events, including intelligent BMS, smart breakers, and PV panels
- Designed and implemented complete solar power systems: inverters, rectifiers, batteries, PV panels, breakers, and cabling
- Promoted and managed "try & buy" contracts for energy management solutions
- Guided clients through solar site implementation and maintained ongoing customer relationships
- Generated forecasts for wireless equipment and prepared high-level designs and BOQs based on RFQs

Key Skills:

· System Design & Integration (Renewable Energy Systems) · Energy Efficiency Optimization · Multiphysics Modeling (COMSOL, MATLAB) · Electrical & Power Systems Analysis · Technical Documentation & Reporting · Forecasting & Capacity Planning · Risk Assessment & Mitigation

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Huawei Technologies
May 2019 – May 2021

Network Design Team Leader

Objectives:

- Leading and mentoring a team of network design engineers, fostering skills development and high performance
- Planning, coordinating, and overseeing network design projects from concept to delivery
- Developing high-level and detailed network designs (BOQ, architecture diagrams)
- Managing bidding processes, RFQs, and project documentation
- Ensuring quality, compliance, and technical standards across network design projects
- Collaborating with sales, project management, and implementation teams to meet client requirements
- Monitoring project budgets, timelines, and resource allocation

Key Skills:

· Team Leadership · Project Management · Network Architecture & Design · Bidding & RFQ Management · Technical Documentation · Strategic Planning · Analytical Thinking · Problem-Solving · Cross-Functional Collaboration · Quality & Compliance Assurance · Mentoring & Staff Development

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Huawei Technologies
July 2018 – May 2019

Network Design Engineer

Role Overview:
Professional responsible for designing and supporting network projects within a multinational environment, ensuring solutions meet client requirements and technical standards. Skilled in preparing network designs, BOQs, and supporting bidding processes.

Key Responsibilities:
- Designing network architectures and preparing detailed BOQs for client projects
- Supporting the bidding process and responding to RFQs
- Collaborating with project managers, team leaders, and clients to ensure project requirements are met
- Ensuring compliance with technical standards, quality, and best practices
- Assisting in troubleshooting and optimization of network designs
- Participating in cross-functional team meetings and knowledge sharing.

Camusat
July 2017 – July 2018

System Power Engineer

Key Responsibilities:
- Installing and commissioning the ePower solution on local sites. Assisting and remote commissioning the installation for other countries. Setting the parameters for each solution part (battery, PV, DG, tank, wind)
- Calibrating sensors such us fuel level. Installing and commissioning the ePower solution on local sites. Assisting and remote commissioning the installation for other countries. Setting the parameters for each solution part (battery, PV, DG, tank, wind) Calibrating sensors such us fuel level.

Key Skills: **Energy Management · Hybrid Systems**

Trescal
June 2016 – November 2016

Intern

EDUCATION

Education:

- **ASEBUSS Business School, Executive MBA, International Business** - MBA Student (2025 - Present)
- **Politehnica University of Bucharest, Doctoral School of Electrical Engineering** - PhD Degree (2020 – 2025)
- **Politehnica University of Bucharest, Faculty of Power Engineering, Master of Science in Renewable Energy Sources** - Master's Degree (2017 - 2020)
- **Politehnica University of Bucharest, Faculty of Power Engineering, Bachelor of Science in Hydro Power Engineering** - Bachelor's Degree (2013 - 2017)

PROFESSIONAL TRAININGS AND CERTIFICATIONS

- **Python - Software Development Academy, 2021 – 2022**

#Python #Software testing #Algorithms and data structure #GIT + command line basics #Design patterns and good practices #Introduction to Linux #Docker #SQL databases - MySQL #NoSQL databases – MongoDB #Databases – programming #Introduction to HTTP #Frontend and backend technologies #Introduction to Selenium WebDriver

- **Eltek – Large DC Power Systems" – Camusat, October 2017**
- **IT Essentials: PC Hardware and Software, CISCO Network Academy, EU Romania Foundation, 2013 Bucharest**

NOTABLE AWARDS

- **IN HONORIS** - Award for special scholar achievements in 2013, awarded by Prof. Univ. Dr. Sorin Mircea Oprescu, Mayor of Bucharest

LANGUAGES AND OTHER SKILLS

- Fluent in **Romanian** and **English** languages.

- **Excellent** command of **Microsoft Office Suite**, with advanced proficiency in Word, Excel, PowerPoint and **PyCharm, Slack, GitHub, AutoCAD, Comsol, Monday, Fluent Ansys, Matlab, Simulink**

SCIENTIFIC PUBLICATIONS

- **Structural optimization of a piezoelectric ultrasonic transducer for permeabilization of organic materials**

– The 14th International Symposium on Advanced Topics in Electrical Engineering (ATEE 2025), Bucharest, Romania

- **Interaction of ultrasonic and heat flow in essential oil extraction – A Constructal Glimpse**

– 14th Constructal Law Conference – Design in Nature and Evolution, Bucharest, Romania, October 2024

- **Numerical analysis of a piezoelectric ultrasonic transducer**

– Actualities and Perspectives in the Field of Electrical Machines (APME/SME), Vol. 19, No. 1, Bucharest, 2023

- **Pre-dimensioning of a piezoelectric ultrasonic transducer**

– Actualities and Perspectives in the Field of Electrical Machines (APME/SME), Bucharest, 2023

- **Pulsed cooling system for photovoltaic panels**

– The 13th International Symposium on Advanced Topics in Electrical Engineering, IEEE, March 2023

- **Cooling system for photovoltaic panels**

– Romanian Review of Science and Technology – Electrotechnics and Energy, 67(3), 2022

- **Electropermeabilization for organic material – Numerical modeling**

– Revue Roumaine des Sciences Techniques - Série Électrotechnique et Énergétique, No. 4, Romanian Academy, Bucharest, Romania, 2025