



IOANA MATEI

<https://be.linkedin.com/in/ioanaamatei>

Address: 5, Rue des Champs Elysees, Brussels, Belgium

Phone nr: +32-484909401

Email: ioana.a.matei@gmail.com

IT Leader and Diversity&Inclusion Leader

More than 12 years of experience in IT Business Intelligence combined & Virtual Reality Capabilities with Global Consumer Goods Industry (Procter&Gamble).

I have experience in creating and managing global BI Solutions & Services, serving more than 10,000 users from day to day operations to top management. Experience in managing global projects with external suppliers (Oracle, HP, Infosys, Accenture) and hands on analytics experience (qualified analyst certifications).

I am passionate about innovation in BI with focus on simplification of decision making, linking data with business needs, providing the right insights at the right time to the right people via smart analytics and reporting solutions. I am leading the innovation pipeline for P&G Virtual Reality Solutions, combining internal product/customer/consumer knowledge with external VR/AR capabilities.

I am passionate about supporting women in IT functions. I am P&G European Leader for Diversity & Inclusion in IT, managing initiatives which focus on promoting women in IT functions, making the work environment inclusive for minorities like LGBT and People with Disabilities.

I am passionate about creativity in workspace by using film & story telling techniques. I co-funded Reality+ Production which mission is to support women-centric films and women in cinema.

WORK EXPERIENCE

05/2016 – current

Global Virtual Reality Solutions Delivery Leader

Managing end to end delivery of Virtual Solutions capabilities for P&G. Virtual Solutions are used by our Sales & Customer Teams to create an immersive environment for Customer Reviews by simulating our P&G products and initiatives in virtual stores. Our Virtual Solutions capabilities are also used by our R&D department for artwork/packaging design and shopper understanding. Our multi-million dollar Virtual Solutions Capabilities are delivered on-time, accurately and with the latest P&G and competitor images. I am managing the innovation pipeline for Virtual Solutions Delivery, focusing on how to implement new VR/AR technologies, boosting VR content value by

combining it with internal data and applying new business models in the way we source and manage images for the company.

04/2010 – 04/2016 (6 yrs)

Senior Manager Business Intelligence Analytics

Business Intelligence Solutions are one of the core IT competences of P&G. It provides capabilities of data analysis, data manipulation, reporting solutions which help out business to take faster and better decisions and automate non-core decision-making. In my role, I have managed the delivery of the first BI solution in P&G – Business Sphere and Business Sufficiency. I implemented the solution in 60+ markets and now it is used by every Leadership Team in P&G.

External references: <https://hbr.org/2013/04/how-p-and-g-presents-data/>

I have managed the innovation pipeline for reporting space by looking at automation and intuitive (“google-like”) search capabilities. We have improved the speed of data access, information delivery and also achieved more than 20% cost reduction.

03/2007 - 04/2010 (3 yrs, 4mths)

Supply Chain Analysts at Procter & Gamble, Belgium

Supply Chain Analytics is one of the Business Analytics branch of the IT department in P&G, in charge of providing high complex analytics of P&G supply chain: sourcing – open/close production sites, distribution – redesign distribution networks internal (warehouses) or with the vendors (e.g. DHL), inventory models – analytics on what is the optimal product inventory at each level of the distribution: factory, warehouse, store, shelf and purchasing pricing strategy – pricing analytics including external factors like oil price.

As a qualified PS Analyst I have lead several sourcing studies among which Pringles Production expansion in Asia, Beauty Care supply chain optimization in Europe. I have improved and deployed inventory models in Europe, Middle East and Africa and run Purchasing analysis on different production components like pulp price and oil price.

10/2004 - 03/2007 (2yrs, 6 mths)

IT Project & Product Manager Supply Chain Solutions at Mechelen Plant, Belgium

OMP is P&G's global production planning system, connected with SAP for detailed and optimized planning schedules.

<http://ompartners.com/en/news-events/items/2013/OMP-Plus-Qualified-by-Procter-and-Gamble-for-Global-Site-Integrated-Planning>

As global product owner of OMP, I was in charge of deployments, upgrades, contract management with vendor, support and tool configuration.

07/2002 - 08/2003 (1 yr, 1mth)

IT Project Manager Financial Solutions at Procter & Gamble, Bucharest, Romania

Extended internship in the IT department of P&G Bucharest.

01/2001 - 01/2002 (1 yr)

Founder and Trainer/Consultant at DIV Computers, Iasi, Romania

DIV Computers mission is to help qualify the Romanian workforce in IT skills.

EDUCATION & TRAINING

08/2003 - 06/2006

Master Degree in Computer Science at Tampere University, Finland

08/1998 - 07/2002

Bachelor Degree in Economics, Major in International Relations at "Al. I. Cuza" University, Iasi, Romania

08/1999 – 07/2002 (2nd degree, parallel studies)

Bachelor Degree in Computer Science at "Al. I. Cuza" University, Iasi, Romania

SUPPORTING ORGANIZATIONS

Member of CIO NET (2015 - current)

CIO NET is the biggest global community of IT Executive globally.

www.cionet.com

Member of BeAngels (2015 - current)

Angel investor for Belgium based startup/scale-ups.

Co-founder of Reality+ Production

Reality+ Production is a film making company which mission is to fund and support female centric movies and women in cinema.

Executive Producer of "Joanne"

Joanne is a female centric movie which has a bold challenge to direct, for the first time in cinema history a one-room, one-female film. As Executive Producer I manage Finances, Marketing and Distribution.

Languages

Romanian - mother tongue

French - fluent

English - fluent