



George - Cristian DARIE

SaaS Business Development Executive: Strategic Sales & Partnerships for Market Expansion and Business Growth [linkedin.com/in/george-darie/](https://www.linkedin.com/in/george-darie/)

17 years results-driven work experience with a proven track record of success in SaaS sales and growth. Expertise in developing and executing strategic initiatives, building high-performing teams, and achieving revenue targets. Successful in driving sales enablement, product innovation to meet business demand, market expansion, and customer acquisition. Demonstrated ability to deliver measurable results in dynamic and competitive environments, especially startups.

Soft Skills

Automation & AI in Sales

Pricing strategy

Stakeholder Management

Risk Management

Negotiation & Deal-Making

Team Leadership

Forecasting & KPI Management

Problem Solving

English

French

Spanish

May 2023 - PRESENT SAFEFLOWS - Head of Growth

- Leading the growth efforts, data analysis, performance marketing, lifecycle marketing and marketing automation for driving the best commercial results for Safeflows through data and technology.
- Design, implement and operate Safeflow's marketing technology stack, a dozens of martech applications, from automated lead generation, customer Journey, content marketing, lead Nurturing & scoring automation to workflow & Integrations and digital.
- Own reporting and analytics throughout the customer lifecycle from ABM, multi-touch attribution, funnel performance, acquisition costs and customer retention.
- Develop web analytics and SEO practices to sustain high levels of organic user and customer acquisition.
- Ensure marketing data cleanliness and completeness through data governance policies and management practices.
- Develop and track OKRs and conversion rates across the marketing and revenue funnels.

Mar 2021 - May 2023 MODEX - Head of Business Development

- Leading the strategic planning and execution of software sales (SaaS) to ensure timely delivery, meeting quality standards.
- Drove 30% revenue growth (ARR) leading a 12-member team; executed a sales/marketing strategy yielding a 25% customer increase and 5% market share gain.
- Boosted Azure Cloud Marketplace product adoption by 20% in two quarters, formed strategic partnerships to enhance brand and product reach.
- Achieved a 55% cost reduction by optimizing operations and infrastructure in SaaS transition.
- Expanded global sales through a network of over 65 partners.
- Develop and execute data-driven growth strategies to increase ARR and improve sales efficiency, ensuring alignment between sales, marketing, and product teams to maximize revenue expansion and customer retention.
- Facilitating collaboration between various departments such as engineering, design, marketing, and sales to ensure alignment and successful product delivery.
- Own and optimize key SaaS performance metrics, including Customer Acquisition Cost (CAC), Customer Lifetime Value (LTV), Churn Rate, and Monthly Recurring Revenue (MRR).

Apr 2019 - Mar 2021 MODEX - Business Development Manager

- Conducted qualification and discovery calls and in-depth discussions with high-potential leads, unpacking their business challenges, proposing suitable solutions via technical calls, and building trust and relationships with the key stakeholders and partners.
- Conducted market research to identify opportunities, target markets, and trends for our product alignment.
- Led multi-channel efforts to acquire new customers through direct sales, partnerships, marketing campaigns, and online platforms.
- Systematically reviewed and categorised leads received from SDMs, discerning between MQLs and SQLs. Understand the nuances of each lead, such as the company size, industry, pain points, and the SDM's initial engagement
- Developed and employ tailored outreach and follow-up strategies for each lead based on the information at hand, ensuring a relevant and personalised approach

May 2021 - Apr 2022 TECHNICAL UNIVERSITY OF CLUJ - NAPOCA - Technology Expert

- Collaborated with government officials and stakeholders to create a strategic plan for digital transformation, aligning technology initiatives with national goals and EU guidelines "Development of the national strategic framework for the period 2021 – 2027 in the field of artificial intelligence and blockchain"
- Contributed to developing policies and regulations for technology adoption, data privacy, cybersecurity, and digital infrastructure.
- Evaluated existing technology setups, identified gaps, and recommended upgrades or new technologies to enhance efficiency and effectiveness.
- I worked on the Updated Legislative Framework, associated with blockchain technologies, artificial intelligence, EOSC, EuroHPC and PRACE.
- The project aimed in particular the management and executive staff within the ADR and within the ministries dealing with life events, according to the National Strategy on the Digital Agenda for Romania 2020, as well as ministries with responsibilities in the field of digital transformation and innovation.

Education

MA in Political Science

2009 - 2011 - National University of Political Studies and Public Administration

BA in Sociology

2006 - 2009
University of Bucharest

High School Degree

2002 - 2006 - Military National College Dimitrie Cantemir

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Klaviyo	Semrush	Marketo

May 2018 - Apr 2019 BUSINESS REVIEW - Event Sales Manager

- Planned and executed corporate events (>50), leading a team of 4 from the initial conception of the event to its successful completion.
- Secured a total of \$250,000 sponsorship deals from leading Romanian brands by pitching exclusive branding packages at high-traffic event areas (including premium signage, product placement, and VIP lounge sponsorship)
- I've increased event revenue by 30% and enhanced attendee engagement through interactive brand activations (fairs, live demos etc.)
- Developed and implemented different sales strategies to increase event bookings (PPC, Retargeting Ads, SEO-Optimized Landing Pages, Email Marketing Sequences)
- Managed all logistics for a multi-day industry summit, ensuring seamless registration for 300+ attendees, coordinating 25+ vendors, and overseeing transportation for international VIP speakers.

Oct 2017 - May 2018 SMART POINT - Brand Activation Manager

- Led the creation and implementation of different marketing campaigns to boost brand and product awareness among targeted audiences
- Developed strategies across direct and experiential marketing channels to enhance engagement and drive sales.
- Conducted market research to pinpoint target segments and executed experiential events like product demos to promote engagement.
- Handle the budget assigned, maximizing the efficiency of the actions implemented to optimize the ROI of the client.
- Created different comprehensive layouts of what I expected from the marketing team across the entire quarter regarding campaigns that may or may not overlap or require their attention sporadically.
- Overseeing the production of promotional materials and marketing collateral.
- Provided training and guidance to brand activation staff and other departments (sales)
- Working with sales and product development teams to integrate brand strategies.

Oct 2011 - May 2012 NIRO INVESTMENT GROUP - Store Manager

- Coordinating a team of commercial and merchandise workers and the entire activity of the district for the realization of the sales plan by efficiently managing and managing the stocks of goods, making receptions and returns of goods to the central warehouse, organizing and performing periodic inventories according to the working procedures.

Aug 2014 - July 2017 MICROSOFT - Sales Project Manager

- As a Project Manager for Global Partner Solutions, US (GPSUS) at Microsoft, working within the Premier Field Engineers (PFE) program, I was responsible for managing specific projects related to the delivery of technical services to Microsoft's partners.
- Coordinated the work of PFEs (highly skilled technical consultants who work with partners to design, deploy, and support Microsoft technologies) and other team members, as well as overseeing the budget, schedule, and scope of the projects.
- Led end-to-end project management for multiple high-impact partner engagements, ensuring the successful delivery of Microsoft technical services such as cloud migrations, security assessments, and infrastructure optimization.
- Managed project budgets ranging from \$500K to \$2M, ensuring cost-effective resource allocation and maximizing ROI for Microsoft's partner ecosystem.

May 2012 - Aug 2014 ADEVARUL HOLDING - Business Development Manager

- Led the expansion and management of ADH national chain of bookstores, overseeing new openings, sales performance, and operational efficiency. Successfully grew the network with 15% in 2 years.
- Developed and executed sales strategies, driving revenue growth across multiple locations through targeted promotions, partnerships, and improved product placement. Increased sales by 40%.
- Managed budgets, resources and schedules for bookstore expansion project, ensuring cost-effective operations and timely execution.
- Reduced operational costs by 20% through vendor negotiations and process optimization.
- Led a sales team and implemented performance metrics for each bookstore.
- Monitored and analyze sales data using Qlikview to identify trends and optimize inventory management, reducing stock waste and increasing high-demand product availability.
- Oversaw marketing and promotional campaigns, increasing foot traffic and customer engagement.

Sept 2007 - Oct 2011 SALINGER'S BOOK STORE - Store Manager

- Successfully balanced a full-time job while pursuing university studies, demonstrating a strong time management, dedication and resilience.
- Oversaw daily operations and staff coordination , ensuring top-ties customer service.
- Managed inventory and merchandising strategies, improving store profitability.