

# ELECTIONS 2019

**President & Board of Directors  
CANDIDATES' OVERVIEW**

**AmCham**  
**Moldova**  
fighting for your business

Annual General Members Meeting

22 March 09:00 – 11:00 Tekwill

The American Chamber of Commerce in Moldova will hold the **2019 Annual General Members Meeting** on March 22, at 9.00 at Tekwill, 11/1 Studentilor street, Chisinau. At AGM, AmCham will announce the outcome of this year's elections for the Board of Directors.

To ensure that you are able to make an informed decision when casting your ballot, AmCham has prepared a special brochure with detailed information about each candidate for the Board of Directors.

As part of the candidacy of each nominee, we asked the candidates to provide a personal statement addressing the following question: **Why do you want to serve on the AmCham Board of directors?**

We do encourage each of our member companies to cast their ballots to ensure that your voice is heard, as it is the membership that makes the very important decisions as to who will serve during the upcoming two years.

**On the following pages, you will find all candidates for elections of the AmCham President and AmCham Board of Directors 2019 and their personal statements.**

### **Voting Procedures for the 2019 Elections**

Voting ballots will be distributed to all AmCham members in order to express their votes. The ballots should be filled at the Annual General Meeting venue. The results of the elections for AmCham Board Members and President will be announced at the end of the meeting.

Within the same meeting, AmCham members will be also electing AmCham President for the period 2019-2021. The only candidate running for AmCham Presidency is Mr. Traian Nechifor.

All votes are confidential!





**TRAIAN NECHIFOR**  
Coca-Cola Hellenic  
Moldova

**Mr. Traian Nechifor** is the Country Manager of Coca-Cola Hellenic Moldova and is the one who leads a team of passionate and dedicated people. In his role, Traian plays an active part in overseeing Moldovan Coca-Cola Hellenic operations, leading the Finance, Commercial, Human Resources and Supply Chain functions. Traian started his career in Coca-Cola Hellenic in 1995 as Area Sales Manager and he had the opportunity to build solid business experience through roles of increasing responsibility in Sales, such as Sales Manager and National Field Sales Manager for Coca-Cola HBC Romania. In 2011, Traian became a member of the extended Senior Management Team of Coca-Cola HBC Romania. Traian contributed actively to the business development, strategic planning, and organizational projects implementation that lead to operational processes efficiency. Traian graduated from the Economic University “Petre Andrei” of Iasi, in Finance and holds a degree in Marketing from the University of Cornell, in the USA.

### **Why do you want to serve as AmCham President?**

My desire to stand for the position of AmCham BOD President is based on my strong believe that I can bring added value to AmCham, for each and all of its members, for the Association itself and for the executive team. I truly believe in the vision and values of my Company and AmCham Association, which I live and inspire others to do so.

To be an AmCham BOD member you need to demonstrate more competences, be a pro-active advocate for members, inspirational leader for association and efficient manager for the team. During last years I contributed in many areas and different Committees: Trade and Manufacturing, HR, CSR and Young Professional Program. Also, I was very actively involved, together with my colleagues from the BOD, in development of association culture by support in building AmCham’s vision, strategic priorities and clear objectives. I was always proud in promoting AmCham externally to different stakeholders in different countries, being an engaged and energized Ambassador.

For the first time, we have conducted last year the membership survey that showed the level of satisfaction with the association's activity. We are grateful for the positive feedback received, nevertheless, the main reason was to identify opportunities to further develop the Association. In this regard, in the next two years, if you allow me, I will put extra efforts to see AmCham cementing its reputation and visibility of the top institution representing foreign and local investors in Moldova, the best platform to meet state authorities and other business representatives.

I will continue the good work that was begun by our BOD making AmCham become a role model for other business Associations in Moldova in transparency, integrity and decision-making process. Also, I would consider extending more and consistent the AmCham area of expertise in various sectors as Energy, IT, Agriculture etc.

AmCham is the most visible business Association in Moldova. It’s our role to have the best executive team with the right competences, in such many areas of expertise, actual and future. I strongly believe that their retain, development of capabilities and recruitment of new talents represent a priority for BOD to bring the Association to a new dimension.

That being said, I see my contribution as the President of AmCham BOD to continue positioning our members in the center of attention, while adding value to make the business in Moldova easier, and still to be considered by far #1 Association in Moldova.

I look forward to playing an active role in AmCham future and I stand committed to provide the necessary expertise personally.



**BORIS EFIMOV**  
Orhei-Vit

**Mr. Boris Efimov** has been active at Orhei-Vit since 2005. Boris started his career at the USAID Funded Program in Moldova in 1996. Since then, he worked in a variety of teams and roles providing accounting and financial consulting advice to the program's beneficiaries and clients. In 2002, he shared his experiences of doing business in the USA and lived with American families while participating in the Community Connections Program.

In 2003/2004, he lived in the UK whilst studying for a Masters in Finance and traveling within Scotland, England, Wales, and Ireland.

Boris is experienced in management, commerce, finance, reporting and other various arrears of business. He taught the Finance Management course for MBA students at Newport University and Grenoble in Moldova. Boris has prior experience as a Board Member within AmCham, Carlevana Winery and Utilajcom. Boris is fluent in English, Russian and Romanian.

### **Why do you want to serve on the AmCham board of directors?**

AmCham board and team massively contributed to the business environment in Moldova. Within the last 2-3 years, it became even more important to be positive over the future of local business. The shadow of politics, declining population, and negative prospects are high. The examples of successful businesses and strong managers must reveal existing opportunities for new investors and new success stories. Every new investor before investing its first dollar wants to see the eyes of satisfied existing investors. AmCham is a platform to see plenty of these eyes.

AmCham has been fighting for our businesses from different angles. Its role in Moldova's business environment is very well known and respected both by business and government officials and executives. The chamber consolidates business visions and expectations, delivered to the authorities for development and improvement.

Being a board member is an opportunity to share your experience. Orhei-Vit as a producer, exporter and a market leader faces a lot of challenges. These challenges taught me a lot because every challenge requires having general managers fully involved. It is my privilege to share my knowledge of the local market, export opportunities and business success.



**CARMINA VICOL**  
Prime Capital

**Mrs. Carmina Vicol** is the CEO of Prime Capital, a leading financial non-banking institution in the Republic of Moldova specializing in mortgage and SMME lending since 2006.

Before Prime Capital, she worked as the Director of a USAID program, as a Business Developer at Ernst & Young, Treasury Manager at Voxel (now Orange) and 6 years in local banks. She has an MBA degree and served as a visiting professor for corporate finance at Grenoble Graduate School of Business.

Alongside career achievements, Carmina is also involved in managing a family business in the production and export of agriproducts. She is a member of several associations, Board member of AmCham few companies and former President of the Association of Entrepreneur Women of Moldova (AFAM).

### **Why do you want to serve on the AmCham board of directors?**

As a Board member, I would work to ensure we continue to strongly support the Moldovan business community and especially our members. I have served AmCham Board for several years and I think that I still can contribute to AmCham development. We have to accomplish what we started last years: strengthening the association from the organizational and institutional point of view, promoting AmCham image as a leading business association, enlarging the list of services and benefits offered by AmCham to its members.

I would advocate for a transparent, non-corrupted and predictable business environment that will encourage local entrepreneurship and trade, and stimulate attracting foreign investors.

And, finally, being an AmCham board member for me is a way to share my experience and serve our community.



**CHARLES VERNON**  
Vernon | David

**Mr. Charles Vernon** (“Chuck”) is the Managing Partner of the international law firm Vernon | David, with offices in Chisinau, Moldova and Bucharest, Romania. A US citizen, Charles grew up in Yorktown, Virginia. He received his M.A. (Honours) from St. Andrews University (St. Andrews, Scotland) and his J.D. from Emory University (Atlanta, Georgia). He also studied accounting at the University of Oklahoma while working part-time for the Oklahoma Attorney General.

As an attorney, Charles specializes in complex commercial transactions, including mergers and acquisitions, real estate matters and corporate finance. During the last several years, Charles has completed billions of dollars in such transactions throughout Eastern Europe. He has represented major oil companies, retail and mall developers, port operators, international hotels, world-renowned IT and telecommunication companies as well as some of the largest agriculture and food and beverage enterprises in the world. From mergers and acquisitions to project financings to crisis management and handling serious fraud and criminal matters, Charles has had the opportunity to work for many of the world’s leading companies.

Charles has lived and worked overseas for decades, including stops in Scotland, the Netherlands, Saudi Arabia, Slovakia and Romania. Before pursuing a career in international law, Charles worked for Congressman Robert “Bobby” Scott from Virginia.

A huge fan of American football, he also enjoys reading history, politics, and playing rugby, basketball and golf.

I would like to express my interest in being a member of the Board of AmCham Moldova. Thank you for considering me for the position.

Over the years, I have seen firsthand what a great business organization AmCham is and how effective it can be in relation to the overall business environment. I firmly believe that AmCham makes a difference and can continue to do so. Considering that my law firm is a well-established member of the American Chamber of Commerce in Moldova and that I, personally, have been working and active in Moldova since 2001, I have witnessed the positive effect of AmCham in action many times.

As the major shareholder of our Moldovan practice, I have effectively been a US foreign investor in Moldova for over a decade. And, as an investor, I am very interested in ensuring and encouraging a growing and active business environment. But that environment must also be fair, reasonable and pro-business. Sending this message to the right people at the right time is where I believe that AmCham can add real value and can make a major contribution to our community.

I also strongly believe it is important that we encourage US and foreign investment in Moldova. Being an investor, I believe I can help not only tell a positive story but demonstrate one as well.

On a more personal basis, as a US investor, I have had the opportunity to benefit directly from the hard work of AmCham. For this reason, I think it is only fair and appropriate that I contribute and give back to the organization and the business community. It is my goal as a member of the board to work hard to make AmCham a continued success.

Thank you for the opportunity.



**GEORGE  
TEODORESCU**  
Mixbook

Born in Romania, **George Teodorescu** moved to the United States with his family at age 12. He graduated from Binghamton University with a degree in International Relations and Spanish, and later studied law at Syracuse University in Columbia. He was admitted as a lawyer in New York and specialized in international commercial arbitration. In 2009 George relocated to Chisinau, where he managed the local office of a regional law firm. During this time, he served two mandate on AmCham Moldova's Board of Directors.

Since 2016, George manages the Chisinau office of Mixbook, a Silicon Valley-based IT company, and serves as the vice-president of the steering committee of the AmCham-affiliated Chisinau International Court of Commercial Arbitration (CACIC).

### **Why do you want to serve on the AmCham board of directors?**

Having spent much of the last decade in Moldova – first as a lawyer assisting foreign and domestic investors, and then as a US tech investor's representative - I've had the chance to observe the local business environment from up close, and during my two previous mandates on AmCham's Board of Directors I've been involved in many of the initiatives that have sought to improve it.

If elected to the Board, I intend to build on the good work that AmCham has been doing in order to ensure that the business community's interests are protected and the business environment allows each investor to concentrate on actually doing business rather than spending their resources and energy fighting regulatory inefficiency and corruption. Some of these priorities include:

Consolidate and expand the reach of the AmCham-affiliated Chisinau International Court of Commercial Arbitration (CACIC) as an alternative to local courts as a business dispute-resolution mechanism;

Push for the creation of an IT industry committee made up of members in the IT industry in order to allow for the sharing of AmCham's considerable regulatory experience with this very important sector of Moldova's economy;

Continue the existing active dialogue with the government on matters of concern to AmCham members, and ensure that the organization will not be affected by what is expected to be a potentially unstable post-election political scene.





**MARCELA LEFTER**  
Electra Norte

**Marcela Lefter** is Executive Director at Electra Norte - Spanish company, specialized in developing & operating renewable energy projects. Marcela started her activity in Electra Norte since 2008 when the company entered in Romania developing wind farm projects. Before Electra Norte she worked at Union Fenosa (now Gas Natural Fenosa), starting her career in 2000 as a business lawyer and from 2002-2007 in a position of purchasing and logistics manager, in addition, she was part of the AmCham Board. Marcela is licensed in law and holds an MBA degree, both from the State University of Moldova.

Marcela has a huge experience managing and doing businesses (including start-ups) inside and outside Moldova (EU and CIS region), not only in the Energy sector but also in consulting, real estate, trade, etc. She speaks Romanian, Russian, Spanish, English, and French.

#### **Why do you want to serve on the AmCham board of directors?**

First of all, promoting the AmCham as a business association with strong expertise in different business areas, in my case in the Energy sector. My considerable experience in the energy sector and in regulatory affairs, including my legal background, could bring an additional value to the Board of Directors. I am pleased to share my expertise gained during 19 years of my professional experience for the benefit of AmCham members and the business community.

During my professional activity, I interact with different businesses, central and local authorities. This helps me get an extensive vision over business realities, identifying the problems and generating solutions that could solve or improve the situation. So, I can contribute to the improvement of the business climate in Moldova and promote new investments, helping the business community in solving their issues in relation to authorities.





**ROGER GLADEI**  
Gladei & Partners

- Managing Partner of Gladei & Partners law firm, ranked in Tier 1 of the most reputable international legal directories (Chambers Global, Legal 500, etc.), 25 years of legal career;
- First and re-elected (2018) President of AmCham Chamber of International Commercial Arbitration (CACIC);
- MBA, graduated from law, finance and history faculties;
- Visiting professor to the National Institute of Justice (teaching to judges and future judges), member of Moldovan Bar (licensed attorney-at-law);
- National expert in various regulatory reforms, including dual VET education (2017-2018), insolvency (2017-2019), secured transactions (2012-2104);
- Coordinator of [www.controale.md](http://www.controale.md) web-portal (launched in 2016), a practical tool for businesses facing the state inspections;
- Contributor to industry papers in various areas, including:
- WB/WTO Survey on Impediments to Services Integration (2019), covering financial services, trade, transportation, telecom, computing, health, tourism, etc.;
- EIRA (Energy Investment Risk Assessment Report, 2019), flagship publication of the Energy Charter Secretariat;
- Benchmarking PPP Procurement (2017), World Bank survey covering 82 jurisdictions;
- Clients and peers appreciations:
  - *He always discusses things with us and he can find the best solution for us* (Chambers Global 2019);
  - *He brings strong strategic advice and is one step ahead of the opponent* (Chambers Europe 2018)
  - *He is very experienced and can handle complex deals* (Chambers Global 2016).

#### **Why do you want to serve on the AmCham board of directors?**

- Offer the personal experience and expertise, acquired within 25 years of legal career in Moldova, to the benefit of AmCham and its member companies;
- Explore and develop new added value opportunities AmCham is or may be offering to its members and the community, such as alternative dispute resolution (arbitration and mediation), knowledge sharing platform, industry focus groups;
- Protect and promote the professional interests of AmCham member companies from various industries, including within advocacy and lobbying efforts;
- Provide guideline and support to AmCham executive team in the on-going projects, safeguard and ensure the legal quality of the documents issued by the organization;
- Based on the lessons learned, nurture the growth of and respect to AmCham both in the business community and from state authorities.



**SERGHEI  
SEVCENCO**  
Rompetrol Moldova

**Serghei Sevcenco** is General Manager of Rompetrol Moldova – **about 1000 employees**. The company is a subsidiary of KMG International with an annual turnover of about 300 mln. USD. He is responsible for the development of the Company's strategy, day-to-day activity, people development. Under his management, the Company managed to get the highest market share among its competitors.

Main activities are:

- Sale of oil products via the retail network (Rompetrol);
- Wholesale of oil products.

Serghei has extensive managerial and financial experience in different industries.

His major areas of expertise include:

- to plan, organize, coordinate and monitor all company activities and identify new business opportunities for effective business operation and performance indicators, in line with the policy and strategy of the Rompetrol Group.
- to establish the strategic direction of the company, aiming at aligning it with the Group's overall objectives.
- monitors financial indicators in order to ensure the company's efficiency in achieving the financial goals established through the company's annual strategy.
- within the limits of the powers granted by the Board members negotiates the operation contracts, the service contracts and the intermediation contracts in order to achieve the establishes performance indicators.
- coordinates the relationship management with the key clients of Rompetrol Moldova, State Authorities and business associations.

Serghei is Member of Association of Certified Chartered Accountants (ACCA) since December 2007.

Serghei is fluent in Russian, English and Romanian languages.

### **Why do you want to serve on the AmCham board of directors?**

AmCham board of directors has a good impact on the Moldovan market and may support/contribute to positive change in Moldova, respectively – to the business growth.



**TATIANA  
STAVINSCHI**  
PwC Moldova

**Ms. Tatiana Stavinschi** joined the tax department of PwC Moldova in 2007 and she is currently a Senior Manager in charge of tax and legal services.

Ms. Stavinschi holds a degree in Finance-Insurance, as well as an Advanced Diploma in International Taxation at the Chartered Institute of Taxation. She is Co-Chair of the Tax and Customs Committee within the European Business Association (EBA) and Co-Chair of Tax and Legal Committee within the American Chamber of Commerce in Moldova.

During 2003-2007, Tatiana was working for the Moldovan Main Tax authority, being responsible for the elaboration of various instructions for territorial tax authorities and involved in drafting major amendments to the fiscal legislation. Tatiana has broad experience in assisting companies during tax inspections, tax litigations and claiming processes. She is also involved in consultancy and compliance services, tax reviews and tax audit projects provided to a wide range of multinational and national companies.

Tatiana is also member of the Compliance Committee within the Moldovan Tax Authority. Tatiana is actively involved in discussions with the relevant authorities on the amendments to the tax legislation, as well as in presentation of the practical problems in applying the legal provisions.

She is author of more than 30 publications in tax area.

#### **Why do you want to serve on the AmCham board of directors?**

- AmCham Board of Directors has a strong impact on the Moldovan market development, contributing to the business climate improvement. PwC is committed to striving to help AmCham members to achieve their success in the market and to increase the investment attractiveness of Moldova.



**VERONICA  
MALCOCI**  
Grawe Carat Asigurari

**Ms. Veronica Malcoci** began her career in the field of financial services, where she started as PR & Marketing Manager, involved in and responsible for all activities connected with founding the subsidiary of the GRAWE group in Moldova. Therefore, she had right from the get-go, the chance to gain first-hand experience of start-up procedures, as well as implementing standards of international business groups. With the exception of an 18 month interlude, spent in an international executive recruitment company where she acted as Director of Pedersen & Partners Moldova, she has been continuously active in financial services, as head of life insurance and later as a member of the board of Grawe Carat. She also currently resides as a member of the Board of Supervisors for Grawe Romania.

Since 2011 Ms. Malcoci has been General Director and Chairman of the Board of Grawe Carat. Ms. Malcoci graduated from the Academy of Economic Studies of Moldova, Department of International Economic Relations, and has a Master degree in Business Administration at Toulouse Business School.

#### **Why do you want to serve on the AmCham board of directors?**

My main motivation to stand for the position of AmCham BOD Board is based on my good faith that being for more than 2 years President of AmCham I can give continuous support to executive team in advocating and establishing a fair and predictable legal framework which is the basis for enhancing further business development.

Due to my deep desire, as a Moldovan, to contribute and have a positive impact on Moldova's future, I would like to contribute in adding value to AmCham and bring a positive input in hearing grievances of the business community, giving support for local and foreign investors, particularly for AmCham members during implementation of local reforms. As a business leader with a local background, but also with many years of experience within a European company that promotes fair play and implementation of rule of law, I hope I can continue to assist negotiating western economic necessities without forgetting local specifics.





**VITALIE  
CORNICIUC**  
Victoriabank

**Mr. Vitalie Corniciuc** is Chief Financial Officer (CFO) of BC Victoriabank SA. After 10 years with KPMG in Moldova, Vitalie joined in July 2018 the management team of Victoriabank after Banca Transilvania from Romania and EBRD became major shareholders of the Bank. During his career, Vitalie gained extensive experience in finance, accounting, and auditing. He was involved in various audit and advisory projects, including diagnostic studies and due diligence projects, risk management and IFRS transition projects, many of them being in the financial services area. As CFO, Vitalie is responsible for coordination of financial and accounting teams, being involved in budgeting, internal and external reporting, various transformation processes, communication with Board of Directors, authorities etc.

Vitalie is a certified auditor by the Ministry of Finance of Moldova, by the National Bank of Moldova and by the National Commission for Financial Markets. Since 2012, he is also a member of the Association of Chartered Certified Accountants (ACCA) from the UK. As part of his continuous professional development, Vitalie is currently a Level 2 Candidate at the Chartered Financial Analyst (CFA) Institute in the USA.

Besides the above mentioned, Vitalie was also an IFRS trainer, speaker at various events organized by the Ministry of Finance of Moldova, Association of Chartered Certified Accountants (ACCA), Academy of Economic Studies of Moldova (ASEM), World Bank, the Association of Professional Accountants and Auditors of the Republic of Moldova (ACAP), on audit and accounting topics. He taught the Financial Analysis and Audit modules at Tri Executive MBA organized in Chisinau by Toulouse Business School. He speaks fluent Romanian, Russian, English and French.

#### **Why do you want to serve on the AmCham board of directors?**

I believe I could contribute to the effective work of AmCham Board of Directors and consolidate the excellent work done by the executive team because:

- I have significant experience banking and financial services and I look forward to sharing it with our members, executive team and community to help in achieving Am Cham goals;
- The Bank I work for promotes fair and sound business practices, and I could use our best practices to add value to AmCham members;