

Ileana SCEMTOVICI



Professional Summary

Astute Program and Operations Transformation Leader with a 10+ year record of increasing profitability and optimizing financial functions. Expertise in process innovation, technology implementations, and building cross-functional teams. Proven ability to drive strategic change within global organizations.

Work History

ISTINNOVA – Fractional Chief Revenue Officer

08/2025 – Current

Revenue Operations | GTM Strategy | ARR Growth | Sales Leadership | Customer Retention | Pricing Strategy | Performance Analytics

- ◆ Lead the company's end-to-end revenue strategy, unifying sales, marketing, customer success, and partnerships into a high-performance revenue engine.
- ◆ Define and execute data-driven growth strategies that increased recurring revenue, optimized conversion funnels, and expanded customer lifetime value across multiple verticals.

WY – FinOps & Digital Business Director

06/2024 – Current

- ◆ Optimized financial operations (FinOps) and digital workflows, implementing cloud-based strategies, automation, and AI-driven analytics to enhance cost efficiency and scalability.
- ◆ Led digital transformation initiatives, integrating ERP, CRM, and SaaS automation tools to drive operational agility and reduce inefficiencies by 30-50%.
- ◆ Developed cost-optimization strategies, improving financial visibility and profitability.
- ◆ Bridged finance, IT, and operations, aligning cross-functional teams to implement data-driven decision-making frameworks and real-time financial tracking systems.
- ◆ Managed financial forecasting and digital budgeting, leveraging AI-powered tools to improve cash flow predictions and resource allocation.
- ◆ Implemented automation in financial and operational processes, reducing manual work and increasing efficiency through RPA and workflow integrations.
- ◆ Ensured compliance with GDPR, IFRS, SOC 2, enhancing financial governance.
- ◆ Advised organizations on FinOps best practices, helping companies scale their digital operations while maintaining financial control and risk mitigation.

ORANGE – Senior Manager, Digital Finance Transformation

03/2022 – 07/2024

Manager and process owner for financial functions - Accounts Payable, Expense Reporting, Inventory, Supplier Data Management, Compliance Audit, S2S Helpdesk (+ PM/cross-functional in DevOps, RPA, etc.) within newly acquired entity.

- ◆ Leading process improvement, efficiency and effectiveness driven projects, automation implementations, transition projects for integration within the group;
- ◆ Drove financial digitalization, system implementations, and innovation programs.
- ◆ Business process mapping / in-depth process design and documentation;
- ◆ Finance processes improvement and re-engineering;
- ◆ Finance Digital Transformation & Systems implementation;
- ◆ Change management; Stakeholder management; Team management.

ORANGE – Technology Projects Portfolio Manager and Controller

06/2021 – 03/2022

- ◆ Managed ITN project portfolio, ensuring compliance with TTM processes (risk management, reporting, quality, communication).
- ◆ Led cross-functional collaboration, aligning teams from planning to implementation.
- ◆ Defined project objectives, resources, budgets, milestones, and deliverables with PMs.
- ◆ Oversaw projects in billing, benefits, IoT, security, migrations, and innovation.

ORANGE – Order to Cash Manager | Key Accounts Operations Manager

05/2019 – 06/2021

Member of the Client Lifecycle Management Office

- ◆ Managed the customer support helpdesk, ordering chain, billing operations, and cash collection for major global accounts.

ILEANA.SCEMTOVICI@gmail.com

(+40)727.711.905

<https://linkedin.com/in/ancaileanascemtovici/>

Skills

- ◆ Expert proficiency with Microsoft Office, cloud-based computing, and ERP software;
- ◆ Innovative approach to complex work;
- ◆ In-depth knowledge of finance ethics and accounting practices;
- ◆ Solution-oriented with exceptional critical thinking;
- ◆ Effective leadership and motivational skills;
- ◆ Excellent written and verbal communication with executives, employees, and clients;
- ◆ Strong time-management and administration skills;
- ◆ Experienced in project development and oversight;
- ◆ Creative problem-solving;
- ◆ Knowledge of performance review process;
- ◆ Effective negotiation skills and conflict resolution.

Education

University of Northampton

Executive Master of Business Administration

Institut Mines-Télécom Business School

Digital Business Transformation (Executive Education)

Saïd Business School, University of Oxford

Strategic Innovation Management (Executive Education)

The Bucharest University of Economic Studies

PhD [Suspended]: Economic Informatics - Information Security Knowledge Management

University of Salento, Lecce

Management - Business Administration (Erasmus Mobility)

The Bucharest University of Economic Studies

Master of Science: Management - Investments and Economic Development

The Bucharest University of Economic Studies

Bachelor of Science: Economic Management

- ◆ Led OTC operations, overseeing analysts handling billing, reporting, and re-rating.
- ◆ Supervised invoice production, ensuring accuracy, timeliness, and efficiency.
- ◆ Implemented automated reporting, enhancing operational performance.
- ◆ Achieved 125%+ DSO accomplishment, optimizing cash flow management.

ORACLE – Corporate Card Program Manager

06/2017 – 05/2019

- ◆ Led a team managing corporate card programs across EMEA and India.
- ◆ Oversaw supplier relationships, ensuring compliance, reporting, and administration.
- ◆ Managed a global portfolio of **65,000+ cards in 75+ countries**.
- ◆ Developed and executed a global card strategy, optimizing savings and processes.
- ◆ Enhanced risk management, mitigating fraud and improving expenditure visibility.
- ◆ Streamlined collaboration between HR, Travel, Finance, and Procurement.
- **Information Security Manager (side-job)**, since 2017
 - ◆ Led security awareness initiatives and policy compliance reviews.
 - ◆ Assessed, reported, and mitigated security risks.
 - ◆ Managed security incidents and promoted data classification.
 - ◆ Supported CSSAP to enhance cybersecurity posture.
- **Oracle Innovation Engine – Mission Red Project Manager**, since 2016
- **Oracle Volunteers Project Manager [CSR Community Leader – side-job]**, since 2015

ORACLE – Business Analyst, Global Corporate Card Program Administrator & Acting Team Lead for EMEA and India

08/2013 – 06/17

- ◆ Led system integrations, implementations, and migrations, identifying business solutions to meet end-user needs.
- ◆ Translated business requirements into functional specifications, bridging business and tech teams.
- ◆ Managed testing phases for Oracle SaaS, American Express, and Citibank projects, ensuring system efficiency.
- ◆ Oversaw corporate card operations, handling applications, terminations, credit limits, and past-due management.
- ◆ Conducted risk reviews, zero-spend card analysis, acquisition programs, and compliance reporting.

ORACLE - EMEA Expenses Lead Analyst

07/2011 - 08/2013

- ◆ Audited expense reports, ensured compliance with global and local travel policies, and optimized processes through training and support.
- ◆ Monitored tax-related risks, conducted fraud investigations, and enhanced financial controls.
- ◆ Tested and reported errors in Oracle Cloud applications, improving system reliability.

SolvIT Networks - Software Sales Consultant

10/2006 - 09/2010

- ◆ Developing leads and maintaining relationships with key stakeholders;
- ◆ Translating customer needs into software capabilities;
- ◆ Drafting personalized offers from a portfolio of ERP, Financial Security and CRM products.
- ◆ Sales financial analysis and reporting.

Accomplishments

Certifications:

- ◆ McKinsey Forward Program;
- ◆ Data Landscape of GenAI for Project Managers (PMI);
- ◆ Oracle Cloud Infrastructure 2024 Generative AI Certified Professional;
- ◆ Generative AI Overview for Project Managers - [Project Management Institute](#);
- ◆ Certified Associate in Project Management (CAPM) - Project Management Institute;
- ◆ Google Project Management Professional Certification;
- ◆ Applied Scrum for Agile Project Management;
- ◆ Lean Six Sigma Green Belt;
- ◆ SCRUM Master;
- ◆ Accredited Fraud Risk Manager;
- ◆ Payment Card Industry Data Security Standard PCI/DSS;
- ◆ International Trainer (Education Facilitator).

Scientific Research Session Awards in:

- Managerial Methodologies ● Economic Modeling ● Economy

Computer skills and competences

- ◆ OS: Linux, Windows;
- ◆ Microsoft Office skills [Excel, Word, Power Point];
- ◆ Oracle E-Business Suite; Oracle Cloud Financials;
- ◆ Some programming environments (R, Python);
- ◆ Regulatory Compliance Specialization by University of Pennsylvania;
- ◆ Data Science Specialization by Johns Hopkins University: Exploratory Data Analysis, Reproducible Research, Statistical Interference, Regression Models, Practical Machine Learning, Developing Data Products.

Financial Technology (Fintech) Innovations by University of Michigan;

Digital Transformation in Financial Services Specialization by Copenhagen Business School;

Languages

Mother tongue: **Romanian**

English - C2 Proficient user

Italian - C1 Proficient user

Contests and Awards:

- ◆ Runner-Up Female Leader of the Year – Veblen Directors 2025;
- ◆ Customer Experience Quality Connect Recognition – Orange 2021;
- ◆ Excellence Award (GCP Europe Emmy)– Orange 2020;
- ◆ Mission Red Innovator for Corporate Social Leadership projects - Oracle 2018;
- ◆ Sustainability Champion Award - Oracle 2018;
- ◆ Gold Star Award for the work done as ISM for the Strategic Travel Team - Oracle 2017;
- ◆ Excellence Award for Customer Focus - Oracle 2015;
- ◆ Orienteering Contest Go Forest, Young Professionals Club
- ◆ National Debating Championship “You Speak” - ARDOR.

Interests

- ◆ Innovation Strategy
- ◆ Knowledge Management
- ◆ Information Security
- ◆ Machine Learning
- ◆ Financial Audit
- ◆ Compliance Strategies

Driving License

Category B