



# Mihai Burlacu

**Nationality:** Romanian **Date of** [REDACTED] **Gender:** Male

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[REDACTED]

## ABOUT ME

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Results-driven dynamic leader with very strong technical expertise and proven sales skills. Experienced in leading cross-functional teams and driving market growth. Adept at translating technical concepts into actionable strategies, exceeding sales targets, and expanding market share, committed to delivering exceptional results and fostering key client relationships.

## WORK EXPERIENCE

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### Co-Owner

**Vertex SRL** [ 15/11/2004 – 02/12/2016 ]

**City:** Bucharest | **Country:** Romania

- Overseeing the planning, execution, and quality assurance of electrical installations and PV plant projects;
- Regularly review and refine business processes to improve efficiency, reduce costs, and enhance customer satisfaction;
- Develop and implement sales strategies to grow the client base (direct sales efforts, digital marketing, referrals);
- Lead and manage the technical team, including electricians, installers, and other staff (recruiting, training, and performance management);
- Oversee the drafting, negotiation, and management of contracts with clients, suppliers, and subcontractors.

### Production manager

**ICME ECAB S.A - Hellenic Cables**

**City:** Bucharest | **Country:** Romania

- Develop and implement production schedules, ensuring that wire drawing operations meet daily, weekly, and monthly production targets while minimizing downtime;
- Monitor and enforce quality standards for the wire drawing process, ensuring that the final product meets or exceeds specifications by using 6 Sigma methodology;
- Lead, train, and supervise the wire drawing team, manage workforce allocation, ensuring that workers are skilled, motivated, and adhering to safety protocols;
- Continuously evaluate and improve the wire drawing process to enhance efficiency, reduce waste, and minimize costs;
- Ensure the department complies with all relevant safety regulations and standards.

### Solutions manager

**Huawei Technologies Co., Ltd.** [ 14/05/2018 – 31/12/2019 ]

**City:** Bucharest | **Country:** Romania

- Technical sales support for the Huawei FusionSolar Smart PV product group;
- Pre-sales support for critical RFQs;
- Creating long-term relationships with customers in Europe;
- Project and tender support, technical consultations;
- Active promotion of FusionSolar solutions during marketing and educational events.

## Sales manager CEE region and UK & Ireland

**SKE Engineering Gmbh** [ 01/01/2020 – 01/01/2021 ]

City: Bucharest | Country: Romania

- Train the sales team and clients on the technical aspects of Huawei FusionSolar products (inverters, transformers, storage etc.), including new features and applications;
- Build and maintain strong relationships with key technical stakeholders at client organizations in all the 16 countries where SKE is present;
- Provide expert technical support during the sales process, including product demonstrations, technical presentations, and answering detailed technical questions from clients;
- Prepare and present detailed technical proposals, ensuring that they align with both the client's requirements and the company's product capabilities;
- Gather feedback from customers and the market on product performance and emerging needs.

## Country manager RO & MD

**SKE Engineering Gmbh** [ 01/01/2021 – Current ]

City: Bucharest | Country: Romania

- Develop and execute a comprehensive business strategy to expand the company's presence and market share within Romania and Moldova;
- Lead, recruit, and develop the Romania-based team, including sales, marketing, technical support, and administrative staff;
- Manage risks associated with the business, including legal, financial, and operational risks, and implement strategies to mitigate them;
- Manage financial performance, including budgeting, forecasting, and P&L (Profit and Loss) management. Ensure profitability by optimizing costs, setting appropriate pricing strategies, and achieving revenue targets;
- Oversee all aspects of the company's operations within the country, including sales, marketing, distribution, and customer service

## EDUCATION AND TRAINING

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### Bachelor's degree in Power Engineering

**Polytechnic University of Bucharest**

City: Bucharest | Country: Romania | Website: <https://www.energ.pub.ro>

### Master's degree in Economic Engineering in Industrial Activities

**Polytechnic University of Bucharest**

City: Bucharest | Country: Romania | Website: <https://faima.upb.ro/>

### Doctoral studies in Electrical Engineering ("Optimal control of reactive power in a microgrid using photovoltaic plants")

**Polytechnic University of Bucharest**

City: Bucharest | Country: Romania | Website: <https://www.electro.upb.ro/>

### Authorized Level 2 A+B Electrician (Design and Execution of Low Voltage networks)

**ANRE (National Energy Regulatory Authority)**

City: Bucharest | Country: Romania | Website: <https://anre.ro/>

### Authorized Installer for Solar Photovoltaic Systems - COR 741103

**AREL (Romania Electrician Association)**

City: Bucharest | Country: Romania | Website: <https://arel.ro/>

## Authorized Trainer - COR 242401

TTC (Authorized by the Romanian Ministry of Education)

City: Bucharest | Country: Romania | Website: <https://www.curs-formare.ro/>

## Certified Evaluator of Professional Skills - COR 242405

TTC (Authorized by the Romanian Ministry of Education)

City: Bucharest | Country: Romania | Website: <https://www.curs-formare.ro/>

## LANGUAGE SKILLS

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**Mother tongue(s):** Romanian

**Other language(s):**

### English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

### Spanish

LISTENING A2 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## DIGITAL SKILLS

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Matlab/Simulink / ETAP(Power system designing) / Neplan / PVsysts / Helioscope / AutoCad 2D -3D / SketchUP (3D modelling) / GNU-Octave / MS Office(MS Word,MS Powerpoint,MS Excel,MS)

## DRIVING LICENCE

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Driving Licence: B

## PUBLICATIONS

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[2022]

[Operational Analysis of PV Inverter Reactive Power Control Strategies for Microgrids](#)

[2022]

[Optimal Reactive Power Management for Microgrids Based on Photovoltaic Inverters Using Sine-Cosine Algorithm](#)

[2022]

[Performance Analysis of Metaheuristic Algorithms for Optimal Reactive Power Control in Microgrids](#)

[2023]

[Impact Analysis of Optimal Photovoltaic Power Plant Reactive Power Control Upon Microgrids Operation](#)

## PRESENTATIONS AT CONFERENCES

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### Solar Energy Bucharest Summit 2024

<https://www.youtube.com/watch?v=yANnj0CWA-4>

### Financial Intelligence 2024

<https://www.youtube.com/watch?v=UtaPRiS5zao>

### Energia in priza 2023

[https://youtu.be/\\_RFZbYjfdzo?t=6360](https://youtu.be/_RFZbYjfdzo?t=6360)

### **PVsyst Simulation Guide for Bifacial Module Systems**

<https://www.youtube.com/watch?v=Pk2OC6gF890>

### **Huawei PID Solutions & Introduction of Smart I-V Curve**

<https://www.youtube.com/watch?v=wQsCMumMHW8>

### **Product Portfolio and Solutions Overview (Greek market)**

[https://www.youtube.com/watch?v=GyfvYdZP\\_V0](https://www.youtube.com/watch?v=GyfvYdZP_V0)