



RALUCA AFLOAREI

Business Coach & Mentor | Entrepreneur |
Operations & Product Manager

Business Coach & Mentor with 25+ years of experience spanning corporate leadership (SAP, Amazon) and tech entrepreneurship. I support professionals and early-stage founders in gaining clarity, validating business ideas, and executing growth strategies using structured, science-based coaching frameworks. Proven track record in building B2B SaaS products, leading cross-functional teams, and driving operational excellence.

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- 🌐 [LinkedIn Profile](#)
- 📍 Iași, România & Remote

CORE EXPERTISE

Business Coaching & Mentoring

Talent & Team Management

Tech Start-up Development

Idea Validation (Lean Canvas)

Innovation (Design Thinking)

B2B SaaS & Cloud Platforms

Product Management

Operations & Process Optimization

Professional Experience

- 2022- Present
Self-employed, Iași Romania
Business Coach & Mentor
 - Supporting professionals to gain clarity and drive results through science-based coaching frameworks.
 - Equip emerging entrepreneurs with tools, mindset and strategy to confidently launch a startup.
- 2017 - 2018
Amazon, Iași Romania
Compliance Operations Manager
 - Led and coached an operational team of 20 employees across talent recruitment, performance management and L&D.
 - Drove process management, automation initiatives and stakeholder relationship management.
- 2013- Present
RAD CLOUD SRL, Iași Romania
Co-founder and Team Manager
 - Founded and scaled B2B cloud platforms (AppDemoStore, PicApp), managing product strategy and development.
 - Led cross-functional teams across product, marketing, and operations.
 - Drove innovation and continuous product improvement in SaaS environments.
- 2003 - 2013
SAP AG, Heidelberg Germany
SAP Consultant & Product Manager
 - Delivered executive presentations and hands-on workshops at global SAP TechEd Events (Las Vegas, München, Bangalore).
 - Supported the development for SAP NetWeaver and SAP Store - product specifications, feature roll-in/out, quality assurance.

LANGUAGES

Romanian (native)

English (fluent – TOEFL & BEC Certificates)

German (fluent)

ENTREPRENEURIAL PROJECTS

Evaprenor – Educational Space for Women Entrepreneurs – www.evaprenor.ro

AppDemoStore – Online Platform for creating interactive demos and tutorials for apps – www.appdemostore.com

PicApp – Online tool for generating app mockup images – www.picapp.net

ADDITIONAL INFO

International experience across Germany and Romania

Speaker at global tech events

Passionate about innovation and entrepreneurship

Diplomas and Certificates

- **Certified Professional Coach**
Coach Masters Academy, 2026
- **ANC Accredited Coach**
Coaching Partners, 2023
- **Innovation of Products and Services: MIT's Approach to Design Thinking**
MIT Executive Education, 2022
- **Certified Financial Education Instructor**
National Financial Educators Council, 2016
- **Cross-border Innovation Business Program**
Harvard Extension School, 2008
- **Strategy to Action Course Certificate**
London Business School, 2010
- **Master's Degree, Business Informatics**
Faculty of Economics and Business Administration, Al. I. Cuza University of Iași, 2005
- **Bachelor's Degree, Economics and Business Administration**
Faculty of Economics and Business Administration, Al. I. Cuza University of Iași, 2003

Social Responsibility

2016– Present
Junior Achievement Romania & Liceul Varlaam Mitropolitul Iași

Volunteer Entrepreneurship Education Instructor and Mentor at Gymnasiums and High Schools in Iași