

RALUCA AFLOAREI

Strategic thinking partner for founders and leaders who want **clarity and lasting results**. ICF PCC certified coach with 1000+ documented coaching hours, grounded in 20+ years inside multinational corporations (SAP, Amazon) and tech start-ups. Science-based, structured and human, I coach the person and the business together.



1000+

COACHING HOURS

ICF PCC

CERTIFIED COACH

20+

YEARS IN BUSINESS

MIT

DESIGN THINKING

C CAREER

Professional experience

2022 — PRESENT

Business Coach & Mentor

CoachingAndClarity.com · Iași, Romania · Online

- Coach founders, tech and operational managers and coaching-platform clients, combining transactional (GROW) and transformational (ACC) approaches to fit each situation.
- Run **From Idea to Product**, a 12-session programme from idea to validated MVP and first customers, using Lean Canvas and Design Thinking.
- Work within the ICF Code of Ethics and Core Competencies; 1000+ documented coaching hours.

2017 — 2018

Compliance Operations Manager

Amazon Development Center · Iași, Romania

- Led and coached an operational team of 20 across recruitment, performance management and learning & development.
- Drove process management, automation initiatives and stakeholder relationship management.

2013 — PRESENT

Co-founder & Team Manager

AppDemoStore.com, PicApp.net · Iași, Romania

- Founded and scaled B2B cloud platforms, owning product strategy and development.
- Led cross-functional teams across product, marketing and operations; drove continuous SaaS innovation.

2003 — 2013

SAP Consultant & Product Manager

SAP AG · Heidelberg, Germany

- Contributed to SAP NetWeaver and the SAP Store: product specifications, feature roll-in/out, quality assurance.
- Delivered executive presentations and hands-on workshops at global SAP TechEd events (Las Vegas, Munich, Bangalore).

C CONTACT

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WEBSITE

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LINKEDIN

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LOCATION

Iași, Romania · Online worldwide

C CREDENTIALS



ICF PCC

Professional Certified Coach

CMA · CPC

Certified Professional Coach

CMA · CMC

Certified Master Coach

C LANGUAGES

Romanian

Native

English

Fluent · TOEFL, BEC

German

Fluent

Certifications & education

Certified Master Coach 2026

Coach Masters Academy

Professional Certified Coach (PCC) 2026

International Coaching Federation

Certified Professional Coach 2025

Coach Masters Academy

ANC Accredited Coach 2023

Coaching Partners

Innovation of Products and Services: MIT's Approach to Design Thinking 2022

MIT Executive Education

Certified Financial Education Instructor 2016

National Financial Educators Council

Strategy to Action 2010

London Business School

Cross-border Innovation Business Program 2008

Harvard Extension School

MSc, Business Informatics 2005

Al. I. Cuza University of Iași, Faculty of Economics and Business Administration

BSc, Economics and Business Administration 2003

Al. I. Cuza University of Iași, Faculty of Economics and Business Administration

CORE EXPERTISE

Business & leadership coaching

GROW and ACC coaching models

Design Thinking (MIT)

Lean Canvas · idea validation

Team & talent management

Product management · B2B SaaS

Operations & process optimisation

ENTREPRENEURIAL PROJECTS

Evaprenor

Educational space for women entrepreneurs · evaprenor.ro

AppDemoStore

Platform for interactive app demos and tutorials · appdemoStore.com

PicApp

Online tool for app mockup images · picapp.net

SOCIAL RESPONSIBILITY

2016 — Present

Volunteer Entrepreneurship Education Instructor & Mentor with Junior Achievement Romania and Liceul Varlaam Mitropolitul, Iași.

Coaching approach

TRANSACTIONAL

GROW model

Goal, Reality, Options, Way forward. Clear actions and measurable progress.

TRANSFORMATIONAL

ACC model

Awareness, Clarity, Choice. Positive psychology and adult learning for lasting change.

INNOVATION

Design Thinking

Empathise, Define, Ideate, Prototype, Test. Human-centred problem solving.

STANDARDS

◆ ICF Code of Ethics

◆ ICF Core Competencies

◆ Confidential · GDPR compliant

◆ Encrypted online sessions

Typical scenarios

01

First-time Manager Coaching

Stepping into a first leadership role with clarity and confidence.

02

Executive Coaching

Sharper decisions and strategic presence for senior leaders.

03

Founder Individual Coaching

Clarity on the business, and on you as the person building it.

04

Co-founders Team Coaching

Alignment, communication and shared direction between founders.