

Curriculum vitae Europass

Informaţii personale

Nume / Prenume

NECULAU Marian

Mobil: 0736365636

Adresă(e)

Strada Intrarea Bîrsei, nr. 4, bl. G8, Sector 3, București, România

Telefon(oane)

Fax(uri)

E-mail(uri)

neculaumarian@yahoo.com, marian.neculau@kuk.com

Naţionalitate(-tăţi)

română

Data naşterii

12.10.1984

Sex

masculin

Domenii de competență profesională

Industrie alimentară/ Vânzări ingrediente pentru industria alimentară

Experienţa profesională

Perioada

Functia sau postul ocupat Director o

A . (* *(*))

Activităţi şi

responsabilități principale

Numele şi adresa angajatorului

Tipul activității sau sectorul de activitate 2014 – în prezent

Director de vânzări

Promovarea și dezvoltarea de ingrediente alimentare către diverse fabrici de procesare.

KUK Romania SRL, Sos. Pipera Tunari, nr. 61, Voluntari, Ilfov.

Comerț și distribuție ingrediente pentru industria alimentară

Perioada 2013-2014

Functia sau postul ocupat

Activitati si responsabilitati

principale

Numele si adresa angajatorului

Tipul activitatii sau sectorul

de activitate

2010 2011

Director de vânzări

Promovarea și dezvoltarea de ingrediente pentru industria cărnii și produselor din carne

BARENTZ Romania SRL, Strada Opanez, nr.12, București.

Comerț și distribuție ingrediente pentru industria alimentară

Perioada

Functia sau postul ocupat

Activitati si responsabilitat

principale

Numele si adresa angajatorului

Tipul activitatii sau sectorului de activitate 2012-2013

Director regional de vânzări

Promovarea și dezvoltarea de ingrediente pentru industria alimentară

ELTON Corporation SA, Str. Câmpului, nr. 5, Patelimon

Comerț și distribuție ingrediente pentru industria alimentară

Perioada

Functia sau postul ocupat Activitati si responsabilitati principale

Numele si adresa angajatorului Tipul activitatii sau

sectorului de activitate

2008-2012

Inginer industria alimentară

Promovarea și dezvoltarea de ingrediente pentru industria alimentară

SC GAMA SERV 95 SRL, Str. Boldesti, nr. 60, Sector 5, Bucuresti.

Comerț și distribuție ingrediente pentru industria alimentară

Educație si formare

Perioada

2003-2008 1999-2003

Calificarea / diploma obținută

- inginer Industrie alimentară
- bacalaureat

Disciplinele principale studiate / competente profesionale dobândite

Numele și tipul instituției de învătământ / furnizorului de formare

> Nivelul în clasificarea natională sau internațională

specializarea Tehnologie și Control în Alimentație publică și Turism bacalaureat profil Matematică Informatică

Facultatea de Stiinta și Inginereia Alimentelor, Universitatea Galați

Liceul Teoretic Grigore C. Moisil, Onești, Bacău.

Aptitudini şi competente personale

Limba(i) maternă(e)

Română

Limba(i) străină(e)

cunoscută(e) Autoevaluare

Nivel european (*)

Limba engleză

Limba franceză

Înţelegere				Vorbire				Scriere	
Ascultare		Citire		Participare la conversaţie		Discurs oral		Exprimare scrisă	
B1	Utilizator intermediar	B1	Utilizator intermediar	В1	Utilizator intermediar	B1	Utilizator intermediar	B1	Utilizator intermediar
A2	Utilizator elementar	B1	Utilizator intermediar	A2	Utilizator elementar	A2	Utilizator elementar	A2	Utilizator elementar

(*) Nivelul Cadrului European Comun de Referință Pentru Limbi Străine

Competențe și abilități sociale Spirit de echipă,

Competențe și aptitudini organizatorice Competențe și competențe tehnice inginerești competențe comerciale aptitudini tehnice competențe in formarea si managementul echipelor Competențe și Diploma operator PC/ 2003 aptitudini de utilizare a calculatorului Competențe și Teatru aptitudini artistice Alte competențe și Abilități de comunicare, organizare a timpului, aptitudini Permis(e) de Categoria B/ 2007 conducere Informații suplimentare

Anexe

- EMEA Distributors Webinar- Markets Highlights and Success Stories/ Ingrizo Benelux and KUK CEE, Session hold by Gaetan Noiret from Rousselot Health and Nutrition, 16.07.2020.
- EMEA Rousselot Distributors Webinar- Getting back stronger and faster, move and feel better with collagen peptides. Session hold by Noiret Gaetan and Frank Angel. 09.07.2020.
- EMEA Rousselot Distributors Webinar- New Peptan Co-branding process launch. Building your brand with Peptan. Session hold by Pauline Huang and Noiret Gaetan. Advantages and demonstration on how benefic is the co-branding process to our final customers. 05.06.2020.
- Workshop MVZ Discussion- Meat Analogues and Meat Alternatives (Proteins& Systems). Session organized by Walter Schwarz, Kuk Au; Marieke Van Den Heuvel and Beat Schnider, DuPont Nutrition& Health. Session took place on 13.05.2020.
- Webinar- Collagen peptides for nutricosmetics. A trend that has come to stay. Session hold by Florencia Moreno Torres, Market Analyst and Dr. Janne Prawitt, Global Nutrition at Rousselot Health& Nutrition. 12.05.2020.
- E-LEARNING platform LeSaffre/BioSpringer seminar. EMEA Distributors: What is yeast extract. The program included 13 sessions regarding the introduction, origin, labeling, case study, online test and deep knowledge about all attributes of yeast extracts. Sessions took place on 07.05.2020.
- Webinar- Collagen for Sports-Nutrition. Getting back in the game faster and stronger. Rousselot Health & Nutrition. Session hold by Frank Engel, Global Marketing and Development Manager. The webinar included the introduction of hydrolyzed collagen into the Sport-Nutrition segment and presented the main advantages and studies used to promote and create value. Course took place on 05.07.2020.
- Webinar- Enablers: SFDC Training Part I: Start of Selling Skills Course. DuPont Nutrition &Biosciences Academy. Webinar hold by Marieke Van Den Heuvel, Ulrik Hansen, Beat Schnider, Michael Uhl. Introduction into Sales Force DuPont Toolkit. Proper way of selling added value ingredients, not price oriented but focused on the intrinsic value for the customer. Course took place on 22.04.2020.
- Webinar- Enablers: SFDC Training Part II: MVZ, Problem Owners and analogy of Chopstick-Christmas Tree. DuPont Nutrition&Biosciences Academy. Webinar hold by Marieke Van Den Heuvel, Ulrik Hansen, Beat Schnider, Michael Uhl. Introduction into Sales Force DuPont Toolkit. Proper way of selling added value ingredients which are not price oriented and focused on the intrinsic value for the customer. Course took place on 29.04.2020
- Webinar- Enablers: SFDC Training Part III: Analyzing options and Buying Criteria. Positive and negative ICE questions. DuPont Nutrition &Biosciences Academy. Webinar hold by Marieke Van Den Heuvel, Ulrik Hansen, Beat Schnider, Michael Uhl. Introduction into Sales Force DuPont Toolkit. Proper way of selling added value ingredients, not price oriented but focused on the intrinsic value for the customer. Course took place on 06.05.2020.
- E-LEARNING platform LeSaffre/BioSpringer seminar. EMEA Distributors: What is yeast?
- E-LEARNING platform LeSaffre/BioSpringer seminar. EMEA Distributors: Introduction Program. Sessions took place on 21.04.2020.
- Webinar- Launching Microsoft Teams: Springboard Salty Ingredients, 16.04.2020. The webinar included the integration of Microsoft Teams as a functional tool for the Salty Springboard with a live presentation of the main clusters dedicated to suppliers and documents.
- Webinar- Collagen Trend Watching. Q1-2020. Update on the Hydrolyzed collagen market. Presentation by Florencia Moreno Torres, Market Analyst at Rousselot Health& Nutrition. 09.04.2020.
- Webinar- Short update on science bioavailability of Peptan (hydrolyzed collagen) + Covid 19: implications in the Supplements Market + ppt on ProTake. Presentation by Dr. Sara de Pelsmaeker, Gaetan Noiret and Florencia Moreno Torres- Rousselot Health& Nutrition. 03.04.2020.
- KUK Academy 2020- Specialized training for Salty Division. New event for introducing the new full-sized KUK LABORATORY in Hungary to our suppliers and hands on training with: Bio Springer, France; Rousselot, Belgium; Food Solutions Team, Swiss; Naturis, Italy. The seminar included a Networking and Cocktail Party for improving communication and business opportunities with our main guests. The seminar took place in Gyor, Hungary between 24-28 February 2020.
- Meat Alternative Application Session- The session included the practical and theoretical aspects of creating mea alternative products. Main ingredients used were soy-based proteins, texturates and binding systems from DuPont range Spices and flavors were offered by Mane. The Session took place in Gyor Lab between 18-20.11.2019.
- KUK Concept Launch- Dipping sauces. New launch for nine types of sauces (mayonnaise, ketchup and mustard). The presentation included the marketing perspective for these products in Europe and also nine recipes and details on how to produce and to sell the ingredients for the manufacturing unit. Session took place on 15.11.2019.
- Ingredients Show 2019, Sinaia- Presentation: "Proteine vegetale funcţionale pentru creşterea valorii alimentelor. Tendinţe europene." The seminar will take place on 17-18.10.2019.
- SONAC Functional Proteins Seminar 2019 Practical seminar regarding collagen and non-collagen animal proteins, natural colorants and protein hydrolysates. The seminar took place on 23-25.09.2019 in Quackenbruck, Germany at the DIL Institute. New launch for QExtend pork and beef frozen fiber plasma, new turkey proteins and new bouillon broth proteins. Case study for: Hamburgers with 35% water content and protein mix, Pork Frankfurters with reduced meat and protein mix, Chicken nuggets from MDM, restructured pork Ham were the Caseinate was replaced with protein mix, African sausage with garlic and protein mix.
- Webinar- Crispy Cube Kuk Concept Launch- Session 1
- The concept was about a protein bite snack application including DuPont protein range in addition to Ingredion, Loaders Mane and Worlee food ingredients. The Health Claims covered High Protein Content, Rich in Fibers and No added sugars The presentation took place on 26-th of July 2019.

- Webinar- DuPont Nutrition & Biosciences Snacking Around the Clock, Bar Industry- Solutions, The webinar took place on 11.06.2019 via Skype. Main focus of the training was to introduce the ranges of Protein Nuggets to our markets from EMEA. The presentation contained three types of protein nuggets from soy, pea and mixed fibers. The purpose was to train us in attracting viable customers and projects and to start promoting these special extruded nuggets on the Romanian market. From theoretical aspects to finished concepts the format was exciting and interesting and motivated us to take big steps to the Bar and Shakes industry.
- VAC SALES TRAINING 2019- Brian Tracy Online Sales Training:
 - -Lesson 1- The New Reality of Selling
 - -Lesson 2-The Winning Edge
 - -Lesson 3-The Psychology of Selling
 - -Lesson 4-Prospecting Power
 - -Lesson 5- Relationship Selling
 - -Lesson 6- Selling Consultatively
 - -Lesson 7- How Buvers Buv
 - -Lesson 8- Building Customer Relationships
 - -Lesson 9- Asking Your way to Success
 - -Lesson 10- Identifying Needs Accurately
 - -Lesson 11- Qualities of Top Sales People
 - -Lesson 12- Selling Different People Differently
 - -Lesson 13- Influencing Customer Behavior
 - -Lesson 14- Mega Credibility in Selling
 - -Lesson 15- Making Persuasive Presentations
 - -Lesson 16- Value Added Selling
 - -Lesson 17- Selling on Non-Price Issues
 - -Lesson 18- Overcoming Price Resistance
 - -Lesson 19- Negociating the Sale
 - -Lesson 20- Closing the Sale
 - -Lesson 21- Providing Excellent Customer Service
 - -Lesson 22- Getting Resales and Referrals.
- KUK ACADEMY 2019 Specialized training for Salty Division. The main suppliers which presented their ingredients were: Sonac, Nd. (new range of collagen proteins from pork, beef and poultry- QBind), Cosucra, Belgium (presenting the pea product novelties: pea fiber, pea proteins and pea starch- Swelite, Pisane and Nastar), Bio Springer, France (introducing the new range of yeast extract for meat and veggie products- Springer Reveal 290 and 292 and also yeast extracts to mask unwanted vegetal notes- Springer Mask 101). The seminar took place on 19-22.02.2019 in Gyor, Hungary.
- Procelys 2019 (LeSaffre fermentation nutrients)- Theoretical and practical seminar meant to prepare us to sell nutrients for fermentative applications. The ranges for these nutrients expand from: Biopharma & Diagnostic, Food Cultures & Probiotics, Food & Feed to Bioingredients, Renewable Chemicals and Biocontrol. The seminar took place in Paris, France, 20-22 January 2019.
- DuPont Nutrition & Biosciences- Enablers Academy 2018- Introduction seminar for several products and concepts like: Pectin, Concept Launch-Fit-Pro Ice Cream, Food Protection with Fermentates, Meat and Meat free solutions with Soy extrudates, "Better for you campaign Bar with soy nuggets", Enzymes Basics and Kinetics. Seminar took place in Bad Schoenborn, Germany, 15-17.10.2018.
- Ingredients Show 2018, Sibiu- I was speaker here for: "Vegetable proteins. Diversity and health in small doses". The seminar took place on 11-12.10.2018.
- CFF Fibers- SANACEL Experience Theoretical and practical seminar regarding the using of fibers in food applications The practical part included 3 sessions: Sensorial Analysis, Meat products and Bakery products, were the Sanacel range of products was applied for obtaining improved finished products. The seminar took place on 11-14.09.2018 in Erfurt/Arnstadt, Germania.
- KUK ACADEMY 2018 Specialized training for Salty Division. The main suppliers which presented their products were: Rousselot, Belgium; Bio Springer, France and Brata, Germany which also made a practical testing session for several finished products. The finished products included small lab trials, were we produced gelatin jellies, vegan paste from autolyzed yeast and covered small poultry nuggets with different ranges of breadcrumbs. The seminar took place on 23-26.04.2018.
- SONAC Proteins Seminar 2018 Practical seminar regarding collagen and non- collagen animal proteins, natura colorants and protein hydrolysates. The seminar took place on 07-09.03.2018 in Quackenbruck, Germany at the DIL Institute.
- ECOTROPHELIA EUROPE 2017- International participation at the Contest for Innovative food products Ecotrophelia Europe with the product named HiProBar. The contest took place on 20-23 November 2017 in London.
- https://www.roaliment.ro/inovatie/studentii-galateni-au-castigat-marele-premiu-ecotrophelia-2017/
- KUK ACADEMY 2017-Specialized training for Salty Division. The main suppliers which presented their products were Food Solutions Team, Swiss and Rickmers, Germany. The seminar also had a practical laboratory part, were we produced small baked goods (baking products, gels, emulsions from different fibers and starches). The seminar took place in Gyor Hungary, 27-29 September 2017.
- Rousselot School 2017 Theoretical and practical seminar regarding the main applications of Gelatin, Protein Hydrolysates and Peptan in food and pharma industry. The seminar included also a pilot plant production module where we made gelatin jellies, marshmallow, hard candy, soft candy, hard capsules and soft capsules. The seminar took place in Gent, Belgium, 4-7 September 2017.
- SONAC Proteins Seminar 2017 Theoretical and practical seminar regarding collagen and non-collagen proteins, natural colors and protein hydrolysates. The seminar took place on 22-24.03.2017 in Quackenbruck Germany at DIL Institute.

- ECOTROPHELIA EUROPE 2017- International participation at the Contest for Innovative food products Ecotrophelia Europe with the product named HiProBar. The contest took place on 20-23 November 2017 in London.
- https://www.roaliment.ro/inovatie/studentii-galateni-au-castigat-marele-premiu-ecotrophelia-2017/
- KUK ACADEMY 2017-Specialized training for Salty Division. The main suppliers which presented their products were Food Solutions Team, Swiss and Rickmers, Germany. The seminar also had a practical laboratory part, were we produced small baked goods (baking products, gels, emulsions from different fibers and starches). The seminar took place in Gyor Hungary, 27-29 September 2017.
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- SONAC Proteins Seminar 2017 Theoretical and practical seminar regarding collagen and non-collagen proteins, natural colors and protein hydrolysates. The seminar took place on 22-24.03.2017 in Quackenbruck Germany at DIL Institute.
- KUK ACADEMY 2016 Specialized training for Salty Division. The main suppliers which presented their products were Cosucra, Belgium (pea proteins, pea fibers and pea starch); AOT Trading, Germany (organic proteins from sunflower, coconut, flax seeds, pumpkin, hemp, cranberry, almonds); MaxFry, Germany (complete solutions of antioxidants for frying oils); Sonac, Netherlands (animal proteins). The seminar took place on 07-10.02.2016 in Gyor, Hungary.
- Fi&S + NDH Flavors Workshop: Testing different brines for whole muscle application with injector from Formaco M3. Injection level of 50% to 100% addition inside the product and 20% addition for belly strip. The trials took place in Meersen, Netherlands on 29-31.07.2015.
- Workshop-Building your success in sales-Lector Mihai Pajereanu. Specialized Sales Course which took place on 16-17 July 2015 at CECIDA Center. Bucharest.
- Webinar- High Performance Coloring foods: from market trends to agronomical and technical challenges. Course created by Diana Natural. Speaker(s)- Phil Cook, Myriam Boisson. 01.07.2015.
- Webinar- Recent advances of SERS applied to edible oils, essential oils and fats, 16.06,2015.
- ❖ Webinar- Molecular Orientation in an Ultrathin Film: MAIRS in FT-IR, 27.05.2015.
- I served as an Assistant Teacher for a Gastronomic Practice Course Second year IMAPA (November 2014-June 2016) at University "Dunarea de Jos" of Galati (Group of 15 students, International Gastronomy practices). We made international food recipes from ingredients list, technological steps to end product.
- Fi&S + Kuplu + NDH Flavors- Specialized training for meat industry:
 - -Fi&S> Meat laboratory trials of: Mortadella made with wet greaves, Cheap hot-dogs, Pizza Ham.
 - -Kuplu> Meat marinades for pork, beef, chicken and fish. Bio Marinades and spices.
 - -NDH Flavors> Presentation of main flavors in portfolio. Natural, Process flavors and Chemical ones. The training tool place on 30.03-02.04.2015 in Meersen/Maastricht, The Netherlands.
- DuPont Nutrition & Biosciences, Meat Workshop for SEEBA Customers Specialized training for meat industry. The training included the following aspects:
 - -Alginate & product range for meat,
 - -Alginate casings- practical session in Meat Lab (production of alginate gel, production of different sausage types-Cabanosi, dry fermented sausage sticks, Bratwurst fresh and cooked),
 - -Carrageenan, Guar, LBG, Xanthan-product range for meat,
 - -Hydrocolloid synergies,
 - -Grindstead Meatline Range,
 - -Antioxidants- introduction & product range for meat.
 - The training took place on 16-19.02.2015 in Brabrand. Denmark.
- KUK ACADEMY 2015- Specialized training for Salty + Solae Division. The main suppliers were Solae Proteins part of DuPont, USA (soy isolates, soy concentrates, soy texturates, soy lecithin), Fi&S, The Netherlands (functional blends for cutter and injection products in meat industry, natural colors and E no free preservatives). The training took place on 09-13.02.2015 in Gyor, Hungary.
- KUK- Added value training- Seminar organized by KUK Handels regarding the psychology of sales for their sales people The seminar included:
 - -Using the IT infrastructure of the company in order to perform well Emassos, IQ and Pay4U apps.
 - -Preparing, generating and follow-up of the sales process.
 - -Role playing for the sales of an ingredient from the start till the end of the process.
 - -The importance of follow up and choosing the right projects for achieving the Budget and forecast.
 - -The added value of a Sales Manager corelated with the know-how, motivation, instinct to sell and capturing the essence of a visit and the focus to the end result.
 - The seminar took place on 23-25 June 2014 in Ried, Austria.
- BIO SPRINGER SEMINAR- Seminar organized for introducing us to the world of yeast extracts. The seminar began with visiting the factory, introducing us to the production process, discussions about the production parameters and yields (pH, temperature, enzymatic activity, pressure, clarity, smell). Presenting the main products were to sell these ingredients and also finished products. The main apps were sugar reduction, salt reduction, taste enhancement, and more. The seminar took place on 10-12 June 2014 in Maison Alford, Paris, France.
- FI&S-Industrial trials in their pilot plant and laboratories for different meat products. They presented us the dedicated spice mixes for hams, sausages and frankfurters.
- NDH Flavors- They presented us natural flavors, identical natural flavors, synthetic flavors for different food applications (meat products, sweets, alcoholic beverages, baking products).
 - The seminar took place in Meerseen, The Netherlands on 27-30 May 2014.

- SONAC production Seminar (DARLING GROUP)- The seminar took place on the German Institute for testing food products. We tested here the collagen and non-collagen animal proteins from Sonac. We made gels and emulsions with the main 10 proteins in their range. In parallel we made finished products from hamburgers to dry fermented products and sausages.
 - The seminar took place at DIG Quackenberg, Germany on 7-9 May 2014.
- KUK ACADEMY 2014 Specialized training for Salty Division. The main suppliers were Rousselot, Belgium (for gelatin protein hydrolysates, and other stabilizing systems), Naturis, Italy (for rice products, rice proteins, rice starches, rice functional flours), Rickmers, Germany (for extruded rice products and expanded rice products, rice crups). The training took place on 31.03-04.04.2014 in Berlin, Germany.
- Licensed Trainer Diploma recognized by C.N.F.P.A. and the Ministry of Work, Family and Social protection and the Ministry of Education, Research, Youth and Sport (COR: 242401).
 - This diploma helps in communication at psycho professional and teaching others.
 - The main acquired competencies were:
 - -Preparing of training and the way of achieving results,
 - -Completing and creating a training program,
 - -The evaluation of participants at a training,
 - Application of special training methods and techniques.
 - Specific competencies acquired:
 - -Marketing training,
 - -Designing training programs,
 - -Organization of training programs and strategies,
 - -Evaluation, review and quality assurance of a training program.
 - -The course took place on 12-15 December 2013 in Bucharest.
- Roquette Starch Training- Training for the segment of native starch, modified starch, syrups, pea proteins, pea starches, pea textured. The seminar took place at Calafat, Romania in November 2013. The purpose was to introduce us in the world of starches for the dairy, meat, baking, sweet and ice-cream industries.
- Think Leadership Course The event took place at The Hub, Bucharest, representing an interactive course about leadership, coaching, managing a team, test "Team role Belbin". The event took place on: 15-16 June 2013.
- Zamek HVP- Hydrolyzed vegetable proteins.
 - The course took place in Belgrade (Serbia) for the Romanian, Serbian and Croatian Barentz team. The course took place for 2 days and had the role to introduce us to the vegetable protein hydrolysates for usage in meat, sauces, soups, dressings. The HVP products were extracted from different sources like corn, soy, rapeseed and were presented in liquid, powder or paste. The course took place in July 2013.
- Barentz Meat Seminar Seminar in Poland were main suppliers for meat products introduced their ingredients: Ajinomoto Japan; BHJ, Denmark and Vita Blend, The Netherlands. The seminar took place in April 2013.
- Elton Corporation Course in Greece- The Course took place in The Athens for introducing us to the main ingredients in the portfolio: skim milk powder, dairy proteins, cocoa powder, starches, chemicals and more. The course took place in September 2012.
- Danisco GmBH Denmark- Customer Seminar: "New opportunities for using Danisco lactic cultures", in May 2011. The seminar took place at Aqvila Club, Rucar.
- Danisco GmBH Denmark -Training Seminar in Vienna 2010- Lactic cultures Seminar theoretical and practical trials. The seminar took place in Tullnerbach, 20 km from Vienna.
- Givaudan GmBH Swiss New Concepts in flavors 2009 Course for initiating us in the world of building flavors. The course took place at Hotel Ramada, Bucharest.
- Diploma of PC Operator since 2003.

05.10.2020