

Dan Trifu, CFA, PhD

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My career showcases an effective combination of academic excellence, strategic leadership, and a hands-on approach, yielding significant accomplishments across diverse industries. A core component of my current methodology involves the in-depth acquisition and application of cutting-edge techniques derived from Neuroscience and Artificial Intelligence within business environments.

Professional Experience:

- Founder, Consultapro (2002 – present): Consultapro is a boutique consultancy and management company. Since 2018, its primary focus has been on neuroscience applications in Marketing, Career Planning, and Organisational Development. However, other recent projects included restructuring, analysis, and strategy development for medium and large companies. My past engagements include short-term, targeted consulting projects (one to several months, for Aaylex, Technocereal, Public Affairs Solutions, Inoveo, Caroli, and many others), as well as long-term executive and board appointments. The most relevant ones:
- Restructuring Director, Alpinn Busteni (2020-2023): the company's financials improved significantly over the period despite its historical high debts
 - Executive Vice President, *Vel Pitar S.A.* (2015 – 2018): Delivered over 40% annual EBITDA growth while optimising more than EUR 50 million in investments. Managed a 60% annual marketing budget expansion, driving a consistent 10% real annual sales increase
 - Executive Vice President, *Griuco Group* (2007 – 2015): Led M&A negotiations, introduced corporate governance, and launched new market-leading brands, including Savoria and Direct Home Delivery.
 - Vice President, *Vel Pitar S.A.* (2002 – 2007): Key role in Strategy, M&A, Finance, and Business Development for one of Romania's largest FMCG producers.
- Strategy Director, *Lafarge Aggregates and Concrete Romania* (2002): Directed strategic initiatives to optimise operations.
- General Manager, *S.C. Berceni S.A* (1999 – 2002): Transformed the company post-privatisation to a market leader with sustainable growth.
- General Manager, *Active Management International* (1998 – 1999): Established and managed three top-performing mutual funds.
- Investment Advisor, *Bucharest Equity Research Group* (1997 – 1998): Directed investments exceeding USD 20 million.

Academic Background

- PhD in Marketing (2020 – 2025): *University of Economic Studies, Bucharest*. Specialised in Neuroscience Developments in Marketing Research, focusing on Attention, Visual Perception, and Emotions.
- Chartered Financial Analyst (CFA) Program (2009 – 2013): *CFA Institute*.
- Canadian MBA Program (1996 – 1997): *UQAM Montreal and University of Economic Studies, Bucharest*.
- Sociology Faculty (1991 – 1997): *University of Bucharest*.
- Business Administration in Foreign Languages (1990 – 1995): *University of Economic Studies, Bucharest*.
- Business Faculty (1993 – 1994): *University of Limburg, Maastricht*.

Selected Published Articles

- Attention, Exposure Duration, and Emotions: Increased Pleasure and Habituation, *International Journal of Management*, 2025.
- The Harder It Is to Find, The Less We Like It; At Least, We Say So, *International Journal of Marketing and Human Resource Management*, 2025.
- Ethics in Consumer Neuroscience: A Non-Exhaustive Presentation, *Journal of Emerging Trends in Marketing and Management*, 2025.
- Extra Time and Focus Do Not Help to Achieve A More Accurate Visual Perception for a Few-Second Interval, *International Journal of Marketing and Human Resource Management*, 2025.
- Neurometrics Development for Non-Neuroscientist Social Researchers: Neuroscientists Will Benefit Too, *International Conference on Advances in Social Sciences, Education, and Humanities*, 2024.

Additional Certified Courses, Awards, and Internships

- AI for Business (2026): *Coursera, University of Pennsylvania*.
- Advanced Neuromarketing (2020): *Neurons Academy, Copenhagen*.
- Neurons, Synapses and the Brain (2020): *Coursera, Hebrew University*.
- Neuromarketing Toolkit (2020): *Coursera, Copenhagen Business School*.
- Visual Perception and the Brain (2019): *Coursera, Duke University*.
- Consumer Neuroscience and Neuromarketing (2019): *Copenhagen Business School*.
- The Science of Well-Being (2019): *Coursera, Yale University*.
- Neuroeconomics (2018): *Coursera, National Research University - Higher School of Economics, Moscow*.
- Neurobiology of Everyday Life (2018): *Coursera, University of Chicago*.
- First Prize (1999): *WIFI Institute, Vienna, Financial Management Course*.
- Merit-based Internship (1997): *Louis Parent Developpement Corporatif Inc., Montreal*.