

# Ioana Birleanu, MSc

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## Profile Summary

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Grateful and impact driven Romanian-Canadian, immigrated to Vancouver in 2012. Executive leader with 15+ years of experience driving organizational performance and sales of \$500 million for an industry leading enterprise. Proudly built highly diverse, inclusive, and high-performance teams to counter the chronic underrepresentation of women and minorities within the tech industry. Committed to collaborating with cross-functional teams to deliver on and surpass organizational goals.

Dedicated to our Canadian and British Columbian economic recovery and growth, via support for entrepreneurs and SMB's.

Passionate about talent development, business growth and economic evolution serving our world and communities.

## Career Highlights

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First Cisco female Sales Director in Western Canada, 2017

Proud leader of the most diverse team in Cisco Canada (50% female, Early Career, LGBTQ+ representation)

Cisco Chairman's Club 2015 (Top 1% of Cisco Salesforce worldwide out of 20,000) and Champion's Club 2017

## Core Expertise

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Sales Consulting | Partnerships | Professional Development & Coaching | Training & Mentorship | Inclusion & Diversity  
Operational Management | Strategic Planning | Performance Management | Continuous Process Improvement  
Board Governance | Target Overachievement | Stakeholder Management | Client Relations | Reporting & Analysis

## Professional Experience

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**Growth Flourishing Coaching and Consulting – Vancouver, British Columbia**

**Jan 2022 – Present**

**Co-Founder and CEO**

Coaching and consulting services, focused on authentic sales and conscious business coaching. Working with a wide array of business owners, leaders, and rising talents to help them discover and sustain their growth path in a flourishing manner. Proud to be a part of diverse stories that contribute to local and global economic empowerment and growth. Focused on minority owned businesses and diverse leaders.

**Pro Bono Coaching and Mentoring, SMB and startup focus**

**Jan 2021 - Present**

Voluntary involvement in the BC SMB sector, with a focus on coaching female entrepreneurs on sales and business issues that help them grow their business, while staying authentic to their vision. Involved with The Forum (FWE), SheEO, WeBC.

**Cisco Systems Canada – Vancouver, British Columbia**

**Jan 2012 – Dec 2020**

**Regional Sales Director, Western Canada Commercial Team**

**Dec 2017 – Dec 2020**

Covering the SMB sector in Western Canada. Built high performance teams across Western Canada to deliver on yearly targets. Fostered collaborative environments, supporting the professional development and career transitions of team members seeking growth opportunities through mentoring. Developed a robust and diverse talent pipeline to accommodate workforce transitions, ensuring

seamless business operations. Navigated operational changes, maintaining team culture, values, and morale through challenges amid a global pandemic.

- > Drove double-digit growth in 2018 and 2019, representing over \$150M CAD in revenue per year by building high performance teams; hired, coached, and retained the right talent.
- > Led cross-functional teams of 30-50 and engaged them through challenges to surpass sales targets and KPIs, improving employee retention and mitigating workforce losses to competitors.
- > Established initiatives to attract and create a more diverse and inclusive workforce, building teams with strong female and LGBTQ+ representation across ethnicities.

## **Territory Account Manager**

**Jan 2012 – Dec 2017**

Covering SMB sector in BC. Developed strong relationships with internal and external stakeholders, collaborating with cross-functional teams across channel, marketing, and commercial offices in Canada. Leveraged insights to influence business decisions amongst top customers, partners, and Cisco. Mentored virtual sales team members, building engagement amongst personnel.

- > Maintained 21% YOY average growth for Vancouver and the larger BC territory for 5 consecutive fiscal years.
- > Earned several commendations as a top achiever, including from the Chairman's Club (top 1%) and Champion's Club (top 10%)
- > Exceeded operational excellence and metrics, from forecast accuracy, funnel growth, upside conversion, and service sales.

## **Cisco Netherlands B.V. – Amsterdam, Netherlands**

**July 2008- Jan 2012**

### **Inside Sales Account Manager and Virtual Business Manager**

**Jul 2009 – Jan 2012**

Facilitated cross functional team engagement and collaboration. Levered consultative selling strategies, assessing client needs and challenges to develop targeted solutions. Attained sales targets every year and drove business development, managing a sales territory of over 200 accounts across European geographies.

### **Associate Sales Representative (CSAP ASR)**

**Jul 2008 – Jul 2009**

Recognized as a top performer, leading environmental initiatives and technical training for peers. Developed strong technical skills across Cisco technologies pertaining to networking, voice, wireless, data center, and security functions.

## **University of Bucharest – Bucharest, Romania**

**Oct 2004 – Jul 2008**

### **Cisco Networking Academy Instructor**

- > Taught CCNA and CCNP-level classes for high school and University program cohorts (up to 30 people per cohort, graduate and undergraduate programs).
- > Managed the Quality Assurance Program Department for the academy.
- > Earned several awards through the Networking Academy Global Recognition Program and Cisco Networking Academy Program.

## **Education**

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### **Master of Science in Business Administration, Management Consulting Track – Vrije Universiteit Amsterdam, Netherlands**

**2011**

Dissertation Title: "Harnessing the Power of Social Media – How Senior Managers Can Use Social Media for Improving their Internal Communication Strategy"

Graduated With Honors - Research track (Research Methods courses, fast track to PhD Program)

### **Bachelor of Science in Economic IT – Academy of Economic Studies, Romania**

**2008**

Major in Economic IT (Informatics)

Minor in Statistics

Exchange semester at University of Gothenburg, Sweden – Spring 2007

### **Bachelor of Science in Company Management – Academy of Economic Studies, Romania**

**2008**

Major in Company Management

## Professional Development & Additional Skills

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**Multiple technical certifications and recognitions** (Cisco certifications – CCNP, CCDP, CCNA; Cisco Sales Expert; Cisco IoT course)

Certified Ski Instructor - CSIA, 2021

Certified Yoga Instructor - Yoga Alliance, 2017

Motorcycle Racing License - Westwood Racing Club, BC, 2014

### Languages:

- **Native** in Romanian
- **Fluent** in English and French
- **Conversational** Spanish, German and Swedish

## Technical Skills

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Microsoft Office Suite | G Suite | Salesforce CRM | Tableau Data Visualization | Basic Programming (Java, Python, C Sharp)

## Community Involvement

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**Foreigners Talent Society** **2022 - Present**

### Board Member

Engaged with FTS as a Board Member for enabling stronger community presence and stronger ties between French and Canadian economic initiatives. Facilitating the link between employers and candidates with French background. Immigrant support and employer support initiatives.

**The Forum – Vancouver, British Columbia** **2021 – Present**

### Mentor for Women Entrepreneurs

Supporter and champion of women entrepreneurs in Canada, through active involvement in The Forum's mentorship program.

**YWIB Young Women in Business – Vancouver, British Columbia** **2021 – Present**

### Mentor for Women Professionals

Volunteering as a mentor for YWiB's Blueprint Mentorship program. Focused on helping young women maximize their potential and discover their superpowers.

**SheEO – Canada** **2021 – Present**

### Activator / Startup Mentor

Part of the incredible SheEO network, a global community of radically generous women building a \$1B perpetual fund to support women working on the World's To-Do List. Volunteering for the organization as part of helping women entrepreneurs grow.

**PI Theatre – Vancouver, British Columbia** **2014 – 2019**

### VP, Board of Directors

Establish strategic course and direction, coordinating events and projects while developing all fundraising initiatives.

**Yoga Outreach – Vancouver, British Columbia** **2017 – 2018**

### Volunteer Yoga Instructor

Lead trauma-informed yoga classes for at-risk community members and chair yoga classes for seniors through Bright Spot's Older Adult Rehabilitation Program.