

LUCIAN M. COJESCU

Chief Information Officer
PromaxBDA International

U.S.A.

Recognized business executive and technology leader known for shaping the essential strategic vision to achieve business goals, Lucian M. Cojescu was promoted to Chief Information Officer of PromaxBDA International in February 2010. He had previously served as the Senior Vice President of Global Information Technology of the organization.

In his position, Cojescu offers a unique blend of executive acumen, global team-building and IT solutions development credited with strong ROI and operational improvements at PromaxBDA International. As Chief Information Officer, Cojescu provides strategic vision and direction for development and implementation of all information, security and technology services for an association with global memberships of 4,000+ companies and individuals.

At PromaxBDA International, one of Cojescu's most significant achievements was the global enterprise rollout of the first IT strategic plan in the organization's history back in 1996, including the design and implementation of the overall architectural blueprint to support e-commerce and B2C incorporating CRM, ERP, workflow and security, based on an Oracle E-Business Suite solution. He is accredited with building a responsive IT department that consistently delivers results by aligning technology initiatives and business goals, with substantial improvement to service delivery and systems performance in a highly secure environment.

Charged with defining strategy and operation of all global, web-based properties, he interfaced with heads of each global office, pinpointing common ground issues and working towards developing consensus around strategic global relationships and he devised the first truly global system that provided real-time data access for all staff members worldwide. His efforts increased brand recognition and facilitated first global strategic partnerships with companies such as Warner Bros., Discovery, and NBC Universal, to name only a few, by creating the association's global CRM and ERP system.

Cojescu established and spearheaded a task force team that developed a centralized, customized, and fully automated online awards system capable of processing tens of thousands of entries a year submitted for more than 14 award competitions on 5 continents. The awards system enabled online judging sessions for thousands of concurrent users by means of a secure, encrypted environment.

Further, he was instrumental in rising IT's visibility within the association by bringing technology decisions and issues to the forefront of crucial Executive Committee discussions. With a focus on strategic solutions analysis to further business goals, he also shepherded cost accounting improvements that brought a new perspective on the relative success of business management practices and capital expenditures. Leading a massive centralization effort, he also moved the association from internally managed IT services to outsourcing relationships, with improved systems performance and a minimum cost savings of 30%.

Throughout his career, Cojescu has been an innovator in the development and creation of complex, cost-effective, global systems implementation and applications development projects spearheading multinational, geographically dispersed development teams and he has held various other leadership roles including Director, Global Information Technology Services and Director.

Lucian M. Cojescu holds a Bachelor of Science in Electronics and Telecommunications from the Polytechnic Institute of Bucharest, Romania, and a Presidents and Key Executives (PKE) MBA from the George L. Graziadio School of Business and Management with Pepperdine University, and he maintains active membership in the CIO Technology Executive Network.