

# CRISTIAN IOSUB

Senior Product Manager  
CyberSecurity Researcher

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With nearly two decades of experience in IT Project Management and Top Management, I have run successful projects in various fields, including software application development, digital and IT infrastructure projects using different project methodologies, such as Waterfall, Agile SCRUM, or Prince2.

I have a strong work ethic and am very good at coordinating and managing project teams and stakeholders and getting everyone organized and engaged. I don't mind rolling my sleeves and jumping in to sort out a problem or plug a gap. In teamwork, I look to foster a strong work ethic with all people involved, reflecting well on the projects I manage or am interested in.

I am highly motivated and have excellent team management skills with the ability to organize, motivate and provide leadership for projects and teams.

## Key Facts:

- Senior Product Manager - White Hat Technology
- CyberSecurity Researcher - CyberShield
- Firearms Instructor – GLOCK Club
- Emergency Medical Service (EMS) Volunteer
- Member of the GPeC jury among 25 of the best eCommerce experts in Romania
- Passion for innovation and technology

## -- WORK EXPERIENCE --

**Senior Product Manager**  
@ White Hat Technology

07/2021 – present  
Bucharest, RO

As a Senior Product Manager at White Hat Technology, I lead the design, development, and delivery of secure software platforms tailored to the needs of both public and private sector clients. My focus is on building scalable, user-centric products that address real-world challenges in digital security, while ensuring seamless integration with audit and compliance workflows.

## Key responsibilities include:

- Driving the full product lifecycle for web-based and cloud-native applications, from concept through launch and iteration.
- Defining product strategy and feature priorities in close collaboration with engineering, UX, and cybersecurity teams.
- Coordinating with cybersecurity auditors to embed compliance-ready features aligned with ISO/IEC 27001, OWASP, and NIST frameworks.
- Leading cross-functional teams to deliver secure-by-design solutions used in security assessments, identity protection, and digital infrastructure audits.
- Translating client feedback and security requirements into actionable product enhancements and long-term development roadmaps.

My work bridges modern software development with cybersecurity expertise, ensuring our products not only perform but protect — serving as critical tools in the broader mission of digital risk management.

Ringier Romania, which was established in 1992, is a key player on the local media market, managing over 120 newspapers and magazines and producing videos, web content and mobile platforms. The biggest publishing group in Romania, its portfolio includes some of the country's best-known media titles and leading digital marketplaces such as Libertatea, GSP, ELLE, Viva!, Unica, Avantaje, Auto-Bild, Psychologies, eJobs.ro, WeAreHR and HRWorld.

As a Product Owner at Ringier Romania, I am responsible for leading the development and delivery of digital products that meet the needs of our publications and stakeholders. My main focus was on creating user-friendly web products and ensuring that they were aligned with the overall business strategy.

During my time at Ringier Romania, I worked closely with cross-functional teams, including designers, developers, and marketers, to deliver high-quality products that met user needs and business objectives. I used my strong analytical and communication skills to define and prioritize product features, manage product backlogs, and communicate with stakeholders and team members.

I also facilitate sprint planning, backlog refinement, and retrospectives to ensure that our development process is efficient and effective. Throughout my tenure, I have maintained a customer-centric approach, constantly gathering feedback from users to improve our products.

Digital Platforms Manager  
Senior Project Manager | Prince2 & Agile Scrum  
@ Conversion Marketing

03/2019 – 07/2021  
06/2014 – 02/2019  
Bucharest, RO

With skills in various areas of online businesses (email marketing, user experience, affiliate marketing, e-commerce, mobile apps, web applications, etc.) I worked for over 100 clients with big names such as **eMAG**, which is part of the Naspers Group, **Danone**, **Microsoft**, **CyberGhost**, **GTS Telecom**, **MedLife**, **Oriflame**, Flanco, Banca Transilvania, BRD, BCR, VolksBank, Bancpost, Easyhost, Chroot, Divisima, Star Storage, QNET, UNICEF, Orkla Foods, Courier Manager, Nova Music International, Vonino, WeLoveTraffic, Apiland, Up Romania/Check Dejeuner, MatHaus, Syngenta.

#### Achievements/Tasks

- Updates job knowledge by tracking technology and project management advances; participating in educational opportunities/conferences; maintaining personal networks; participating in professional organizations.
- Develops web solutions by formulating objectives; planning **project life-cycle** deliverables and resource availability and application; preparing installation and modification specifications; leading the exploration, evaluation, and design of technical solutions.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Assures quality web solutions by developing and completing test plans; **maintaining project and technical documentation**.
- Accomplishes work requirements by orienting, training, assigning, scheduling, and coaching employees; following production, productivity, quality, and customer-service standards; identifying work process improvements.
- Meets cost standard by monitoring expenses; implementing cost-saving actions.

- Establishes web project scope by studying strategic business drivers; discovering and validating businesses and technical requirements and parameters; obtaining input from subject-matter experts; examining and recommending changes to current business practices; developing and writing proposals.
- Responsible for implementing ISO standards 9001 and 27001
- Internal **Auditor** for ISO 27001

**Product Marketing Manager | Prince2**  
@ Mail Up

07/2011–05/2014  
Florence, IT

Responsible for managing the product throughout the product life cycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with senior managers to deliver winning products.

**Achievements/Tasks**

- Performing and arranging successful product demonstrations for customers. Briefing the press and analysts, press releases, and going on press campaigns.
- Market research & developing the core positioning and messaging for the product.
- I am researching, reviewing, and reporting on competitors' products.
- Performing sales, trends, and profitability analysis
- Developing content for product and company collateral.
- Articulating the company's distinctive competence and the product's uniqueness
- In charge of planning and developing the right marketing strategy.
- Setting product pricing for new product releases to meet revenue and profitability goals.
- Manage the discovery phase and the entire SDLC for the BeeFree SaaS.

**T.O.P.S Auditor and Compliance Officer**  
**Training and Development Manager**  
@ Teleperformance Romania

01/2010–06/2011  
12/2005–06/2011  
Bucharest, RO

During my tenure at Teleperformance, I held dual roles in training management and internal compliance auditing. As Training and Development Manager, I led the end-to-end coordination of employee development initiatives, from needs assessments and training design to evaluation and internal communication. I supervised selection and promotion processes, developed job analysis and examination tools, and oversaw psychological assessments to ensure alignment with HR objectives.

Concurrently, as a T.O.P.S Auditor and Compliance Officer, I conducted operational audits across departments, documented findings and procedures, and ensured adherence to internal standards using the T.O.P.S. performance management methodology. My work supported organizational consistency, agent performance, and strategic workforce planning for over 20 international clients, including Lenovo, Vodafone Spain, and De Agostini.

-- GREAT PROJECTS I'VE BEEN INVOLVED IN. PROJECT-BASED --

**Growth Manager**

@ 2Performant Network

02/2022 – 04/2022

Bucharest, RO

The technology company 2Performant is the leader of the affiliate marketing market in Romania and Bulgaria (listed on BSE's AeRO market – stock exchange symbol 2P). I led the company's Growth Unit division, testing and validating new needs and business approaches for 2Performant, identifying the company's growth opportunities about technological realities and rapid changes in digital.

**Growth Manager**

@ Courier Manager

01/2021 – 05/2022

Bucharest, RO

We are strengthening the relationship with partner companies in the country and abroad. Opening and adapting the CourierManager platform, a software solution dedicated to courier companies, for new markets in Asia and Europe

**Senior Project Manager**

@ Retargeting Biz

08/2021 – 02/2022

Bucharest, RO

Retargeting is an All-in-One marketing platform for your e-commerce.

At Retargeting Biz, a comprehensive marketing automation platform for e-commerce, I led the end-to-end delivery of multiple complex software projects across regional markets. I managed the discovery phase and full SDLC for platform integrations, custom feature development, and client-specific enhancements. My responsibilities included coordinating cross-functional teams, aligning resources, managing vendor relationships, and maintaining direct client communication. I ensured accuracy in project data, resolved escalations, monitored contractual compliance, and provided strategic reporting to senior management for operational alignment and consistency.

-- PERSONAL PROJECTS --

**President and CyberSecurity Researcher**

@ Asociatia Educatie in Securitate Cibernetica

01/2023 – present

Bucharest, RO

The Cyber Security Education Association is a non-governmental organization dedicated to promoting cybersecurity education among young children. The mission of the organization is to teach young kids how to navigate the internet safely and securely, and use intelligent devices without being vulnerable to cyber threats. The NGO members are passionate cybersecurity experts who believe in the importance of education for a safer digital future.

One of the main goals of the Cyber Security Education Association is to provide basic cybersecurity protection elements to young kids. The members of the organization visit schools to teach children about the importance of strong passwords, safe online browsing, phishing scams, malware, and other cyber threats that are prevalent on the internet. They also teach kids how to identify and report cyberbullying, and to stay safe while using social media and other online platforms.

The Cyber Security Education Association's approach to teaching cybersecurity is interactive and engaging, designed to hold the attention of young children. The organization uses games, quizzes, and real-life scenarios to demonstrate how cyber threats can harm them, their families, and their friends. They also provide tips and tricks to help kids protect themselves and their devices from online dangers.

Overall, the Cyber Security Education Association is a valuable resource for parents and educators who want to keep young children safe in the digital age. The organization's members work tirelessly to spread cybersecurity awareness and knowledge, empowering the next generation to navigate the internet safely and securely.

**Cyber Security Researcher**  
@ HackTheZone

07/2019–07/2022  
Bucharest, RO

This project was created with a single goal – **Ethical Hacking**, and promoting this vibe to all of our participants and especially business segment. HackTheZone was an annual Cyber Security conference with international speakers and highly skilled CTF competitions.

**SKILLS:** Project / Product Management, International Business Development, Training and Development, Agile Methodologies, Team Management, Social Media, Marketing Strategy.

**FAMILIAR TECHNOLOGY:** PHP, HTML5, CSS3, MySQL, Selenium Testing, Drupal, Magento, OpenCart, Prestashop, WordPress, Laravel, Yii 2, Codelgniter, Git, BitBucket.

#### -- CERTIFICATES --

**Lead Auditor ISO/IEC 27001 Information Security Management System (02/2020) issued by SRAC CERT**

#### -- LANGUAGES --

**Romanian** – native

**English** – good/proficient

**Italian** – good/proficient

#### -- REFERENCES ★★★★★ --

##### **Dorin Boerescu – CEO at 2Performant**

*“Cristian is a very competent manager and executive, with an excellent view on most (if not all) technologies and trends from today’s digital marketing landscape. He has strong abilities in managing teams and really good negotiation skills. On top of that, he’s a very nice person with a professional work ethic. I hope we will have the opportunity to work together again.”*

##### **Noela Zaharia – Professional Coach**

*“Cristian is one of the most responsible, loyal and pro-active colleague I have worked with at Conversation Marketing. Always willing to help his team mates, he would easily share his know-how and technicalities with so much patience to people of different work specialty (like myself too). Cristian is a great example of creativity, collaboration, respect, self-discipline and fun. For a senior tech savvy, I think these qualities are priceless!”*

##### **Catalin Butnariu – Credit Manager EMEA at Oracle**

*“I know Cristi since 2006 and admire him for his unique mix of strong character, strong will and self-discipline. He will stop at nothing to achieve his goal, in record time even if possible. I trust him to be a man capable to add value and fresh insights in all aspects he takes on and recommend him hence.”*

**Eugen Potlog – Founder & Chief Optimizer at UX Studio**

*“Cristian is a very responsible person that you can rely on everything you agree upon. With know-how in different areas of internet, he is one of the best to manage a high scale project involving different types of resources and stakeholders. Besides this, he will always try to help people with their problems & challenges, which always makes him a teammate you would want by your side.”*

**Nicoleta Lazar – Global Talent Attraction and Development Manager at Teleperformance**

*“I had the chance to work with Cristian few years back while he was responsible with the training and development. His drive for delivering excellent quality at training programs and enthusiasm were an inspiration to me in my profession as a trainer. He is highly objective oriented and is very professional in delivering all projects assigned and is for sure an asset to any company in which he activates.”*

**-- VOLUNTEER EXPERIENCE --**

**Search and Rescue Volunteer**

@ Rescue 4 x 4

10/2018 – Present

Bucharest, RO

Rescue 4x4 is a free community service for rescue, recovery and interventions in special and emergency situations. The project was launched in November 2015 and counts more than 1800 volunteers registered across entire Romania.

Over Rescue 4x4, an NGO was created in order to be able to sign agreements with local authorities: Asociația Salvatorilor Voluntari 4x4

**MILITARY SERVICE**

U.M. 0490 – National Center of Training for Emergency Management 2003 - 2004

**DRIVING LICENSE**

B category since 2006

**FIREARMS INSTRUCTOR**

since 2024

**-- INTERESTS --**

Project / Product Management

Email Marketing, Email Automation

Robotic Process Automation

E-commerce, Digital Platforms

Cyber Security

Ethical Hacking

SCADA

Cryptography

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