

Paul Costea

Technology Commercialisation & Risk Innovation Strategist

Enterprise Software Advisor | Strategic Partnerships & Market Entry Consultant | Risk Accounting
R&D Operator | Marketing & Campaigns Director

Base	Contact	Engagement Focus
Bucharest, Romania International & online engagements	https://www.linkedin.com/in/pcostea/	Companies, entrepreneurs, technology partners, investors, consulting clients and conferences

28+	USD 1M+	c. USD 500K	2024-2025
years across technology, sales and advisory	BusinessObjects licences and maintenance	major telecom BusinessObjects sale in 2006	EBA operational-risk consultation activity

Executive Profile

Paul Costea is a technology commercialisation, strategic partnerships and business-development professional with more than 28 years of experience across enterprise software, advisory services, market entry, sales enablement, process automation, risk-accounting methodology and campaign-driven marketing. His work connects technology vendors, regional partners, enterprise buyers, consulting environments and entrepreneurial initiatives, with a career that spans software representation, IBM and Adobe channel roles, BPM/RPA consulting, operational-risk innovation and digital campaign execution.

He has represented and promoted software and specialist advisory solutions from international providers across Romania and neighbouring markets, including enterprise reporting, data visualisation, SLA management, operational-risk quantification, debt-collection management, language testing and knowledge-management platforms. His commercial record includes more than USD 1 million in BusinessObjects licence and maintenance sales, including a c. USD 500,000 BusinessObjects transaction in 2006 with a major Romanian telecom operator.

Since 2020, his professional authority has expanded into operational-risk methodology, regulatory consultation and software-enabled risk quantification. As Board Member & Chief Operating Officer of the Risk Accounting Standards Board, he contributes to institutional responses to European Banking Authority consultative documents and to Riskometrix, a functional software prototype implementing the risk-accounting method.

Authority Platform

- Enterprise software commercialisation, consultative sales and partner-channel development

- Technology market entry, vendor representation and regional partnership building
- Operational-risk quantification, risk accounting and regulatory consultation support
- BPM/RPA business analysis, process modelling and automation opportunity assessment
- Training marketing, programme promotion, web/content production and event-led business development
- Political and public-facing campaign environments, handled discreetly as marketing and digital production work

Professional Leadership Experience

Risk Accounting Standards Board | 2024-Present

Board Member & Chief Operating Officer

- Contributes to operational coordination, institutional consultation work and the development of risk accounting as a software-enabled operational-risk quantification methodology.
- Contributed to official Board responses to European Banking Authority consultative documents concerning operational-risk regulation in banking during 2024-2025.
- Participated personally in two consultation discussions following the Board's official submissions.

MindSteep Consulting & Training | 2022-Present

Marketing Director

- Leads or contributes to training promotion, campaigns, web/content production, sales support, partnerships, events and programme development.
- Connects training offers with market-facing communication, lead-generation activity, commercial positioning and partner conversations.
- Supports the packaging of training and consulting programmes for corporate, entrepreneurial and professional audiences.

Printec Group Romania | Sep 2021-2023; status to confirm

Solution Sales Consultant

- Supported account managers in selling compliance-oriented solutions to financial-services organisations and regulated enterprise clients.
- Maintained relationships with assigned partners and suppliers, organised demos, contributed to implementation projects and prepared presentations, collateral and marketing content.
- Coordinated and participated in company events and supported competitive-offer analysis.

NTT Data Romania | May 2019-Mar 2021

Business Process Analyst, Contractor

- Analysed client business processes to identify automation opportunities using BPM and RPA technologies.
- Built and validated process models using Adonis and Bizagi.
- Prepared automation-architecture proposals integrating BPM/RPA capabilities with client systems.

Independent Business Owner, Project Manager and Consultant | May 2013-May 2019

Management, Sales, Marketing and Technology Consultant

- Provided management, marketing and sales consulting, including work for Sinoptix SA between 2014 and 2019.

- Promoted BPM and RPA-based solutions, established business partnerships and supervised new-product development based on company capabilities.
- Managed and trained contributors in the implementation of an Israeli knowledge-management system for a telecom customer in Moldova, coordinating a seven-person content team.
- Represented clients in sales and marketing roles at events and trade fairs in Romania and internationally, including Italy, Moldova, Azerbaijan and Kazakhstan.

eData | May 2011-2013

Partner & Channel Manager

- Managed IBM and partner relationships and contributed to the development of a regional reseller-partner network.
- Supported national and international marketing activity, market research, competitive positioning and client/partner proposals.

IBM Romania | Oct 2010-Apr 2011

WebSphere Sales Specialist, Romania and Moldova

- Worked with account teams, partners and clients to generate contracts and revenue around WebSphere-related solutions.
- Identified new customers and partners, motivated account teams and supported industry-event marketing.

Adobe Systems | Sep 2008-Nov 2009

Partner & Channel Manager, Romania and Bulgaria

- Maintained a productive partner environment for assigned sales objectives and identified expansion areas for enterprise solutions.
- Prepared dedicated partners, proposed sales and marketing improvements during the financial crisis and managed press/PR requests, including TV appearances.

Selected Earlier Career

Period	Role	Authority Relevance
2001-2008	Software sales consultant / owner, Creative Business Partners	Enterprise software representation, reseller partnerships, BusinessObjects sales, technology market entry and event-led marketing.
1999-2001	Marketing research / business consultant / project manager	Investment research, client coordination, investment memoranda and marketing activity for advisory environments.
1998-1999	Project manager and advertising sales manager	Launch activity for a major Romanian financial daily, advertising-sales workflows and a five-person sales team.
1996-1998	Advertising	Account management, project management, media production, direct mailing, promotional campaigns, media planning and copywriting.

Signature Commercial Results

Enterprise Software Sales & Market Development

- Generated more than USD 1 million in BusinessObjects licence and maintenance sales during the 2001 - 2008 enterprise-software period.
- Secured a c. USD 500,000 BusinessObjects licensing and maintenance sale in 2006 to a major Romanian telecom operator; the client is intentionally anonymised for this authority profile.
- Secured major enterprise accounts across telecommunications, tobacco, central banking and anti-money-laundering public-sector environments; client names are withheld by preference.
- Represented international technology and advisory providers from the United States, United Kingdom and Israel in Romania and nearby markets.

Investment, Launch and Campaign Results

- Participated in investment projects totalling more than USD 27 million across Romanian financial services, machine tools and private natural-gas distribution.
- Contributed to the launch of a major Romanian financial daily and closed approximately USD 500,000 in advertising sales during the first year of launch.
- Managed campaign, content, web production, analytics and advertising activity for a Romanian political party, including work connected to the 2024 European Parliament elections, presented discreetly as marketing and digital production experience.

Risk Accounting, Regulation & Riskometrix

Paul's current risk-accounting work sits at the intersection of operational-risk methodology, institutional consultation, software prototyping and stakeholder coordination. The focus is not positioned as fintech; it is treated as enterprise risk, regulatory innovation and software-enabled methodology.

Risk Accounting Standards Board

- Board Member & Chief Operating Officer, contributing to operational coordination, consultation processes, documentation and stakeholder-facing activity.
- Contributed frequently during 2024-2025 to official responses submitted by the Risk Accounting Standards Board to European Banking Authority consultative documents on operational-risk regulation.
- Participated personally in two consultation discussions after the Board was invited following its official submissions.

Riskometrix Functional Prototype

- Co-partnered with Peter Hughes on Riskometrix, a functional software prototype implementing the risk-accounting operational-risk quantification method.
- Contributed across concept, business analysis, methodology translation, product design, testing, documentation and stakeholder coordination.
- Riskometrix has been publicly presented from 2020 through late 2025, according to supplied information.

Technology Commercialisation & Partnerships

Paul's technology commercialisation work is built around representing complex solutions, translating technical capability into buyer language, establishing partner networks and creating market-facing material that supports trust, demos, events and commercial conversations.

- Enterprise reporting, business intelligence and analytics positioning, including BusinessObjects and Tableau-related market activity.
- Software and advisory representation for specialist providers in operational risk, SLA management, debt-collection management, query optimisation and language testing.
- Partner-channel development across IBM, Adobe, eData and independent vendor-representation environments.
- Commercial collateral, presentations, demo coordination, event organisation, PR handling and press-facing activity.
- Cross-border sales and marketing representation across Romania, Bulgaria, Moldova and selected international events.

Business Process Automation & Consulting

His process and automation work combines business-process discovery, modelling, validation and the translation of operational requirements into practical automation architecture proposals.

- Business-process analysis for BPM and RPA automation opportunities.
- Process modelling using Adonis and Bizagi, followed by client validation.
- Automation-architecture proposals integrating BPM/RPA capabilities with client systems.
- Knowledge-management implementation, content structuring and training coordination in a telecom environment.
- Consulting across management, sales, marketing, business partnerships and software/service packaging.

Marketing, Campaigns & Digital Production

Paul's marketing authority spans B2B technology marketing, training promotion, web/content production, political-campaign environments, events, lead support and campaign coordination. This area is intentionally positioned as a broad commercial and digital-production capability rather than as a partisan profile.

MindSteep Consulting & Training

- Marketing Director since 2022, covering training promotion, campaigns, web/content, sales, partnerships, events and programme development.
- Supports positioning and promotion for training and consulting offers aimed at business, professional and organisational audiences.

Campaign and Web Production

- Delivered marketing strategy, online campaign coordination, content, analytics and advertising work for a Romanian political party.
- Included campaign work connected to the 2024 European Parliament elections.
- Member of the Economic Commission within a political platform and internal party structure.

Earlier Marketing Foundation

- Advertising account management, business development, production-project management, media planning, direct mailing, promotional campaigns and copywriting.
- Advertising sales launch activity, workflow development, team coordination and new product promotion for a major Romanian financial daily.

Education, Certifications & Professional Development

Credential	Institution / Provider	Year
Master in Business Administration	Romanian Academy	2008
Professional Diploma in Management	Open University, United Kingdom	2006
Professional Certificate in Project Management	Open University, United Kingdom	2005
Professional Certificate in Management	Open University, United Kingdom	2004
Bachelor of Law	Romanian-American University, Bucharest	2002

Additional Courses and Specialist Credentials

- Cyber Risk Manager certificate, Pace University, New York - exact title and year to confirm.
- UiPath RPA Business Analyst certificate - exact title and year to confirm.
- Risk accounting credential connected to RASB - exact title and year to confirm.
- Solution Selling course, Sales Performance International, USA.
- Stock exchange course, Chamber of Commerce and Industry of Romania.

Languages, Publications & Specialist Capabilities

Languages

Romanian - Native | English - Advanced spoken, read and written | French - Beginner

Publications and Thought Leadership

- Occasional contributor to Financial Intelligence.ro, Bursa IT and Oil & Gas Journal.
- Articles also published in Piata Financiara, eFinance and eWeek.

Specialist Capabilities

- Commercial: consultative sales, channel management, partner development, enterprise software positioning, solution demos and proposal support.
- Technology: BPM/RPA, business-process modelling, BusinessObjects, Tableau-related market activity, compliance-oriented solutions and knowledge-management systems.
- Risk: operational-risk quantification, risk accounting, regulatory consultation support, documentation and stakeholder coordination.
- Marketing: training promotion, web/content, online campaigns, analytics, advertising, events, PR and sales enablement.
- Leadership: project management, small-team coordination, cross-border representation and multi-stakeholder delivery.

Evidence & Attribution Note

The career chronology, education, certifications, early commercial results, selected organisations and publication references are drawn from Paul Costea's supplied CV. Risk Accounting Standards Board activity, Riskometrix, 2024-2025 EBA consultation participation, MindSteep Consulting & Training responsibilities and political-campaign activity are based on direct information supplied for this Master Authority CV. Client names are intentionally anonymised. Some credential titles and current-role dates should be confirmed before external submission.

Personal Information

Base: Bucharest, Romania | Available for consulting, advisory, partnerships, conferences, technology-commercialisation projects, training-market development and selected international or online engagements.

Professional Positioning

Paul Costea works at the intersection of enterprise software commercialisation, strategic partnerships, technology market entry, operational-risk methodology, regulatory consultation, business-process automation, training marketing and campaign-driven digital production. His professional portfolio is designed for companies, entrepreneurs, technology partners, investors, consulting clients and conferences seeking a commercially grounded operator who can translate complex technology, methodology and market context into credible partnerships and executable business activity.