



Alexandru GHIRCOIAȘ

Romania
Cluj-Napoca, Cluj County

Senior executive with a legal background and over 12 years of leadership across real estate development, M&A, and business growth. Skilled in building and leading multidisciplinary teams, negotiating complex transactions, and managing high-value assets and developments from concept to completion. Recognized for integrity, long-term vision, and the ability to create sustainable value through disciplined execution and sound decision-making.

As a leader, I believe that people are the foundation of any business. My approach is people-centric and value-driven, focused on empowering teams, fostering accountability, and unlocking individual potential. While I embrace technology as a driver of efficiency, I see its true power in enabling more meaningful human collaboration and long-term organizational resilience.

Key experience

- Leadership in business & real estate development – over 12 years in senior roles, building and consolidating teams, structuring asset portfolios, and integrating new companies into a group.
- M&A and contract negotiation – hands-on experience in complex negotiations and leading due diligence processes (legal, financial, operational) for multimillion-euro acquisitions and mergers.
- International expansion – coordinated market entries and business setups abroad, including relocation of teams and establishment of local operations.
- Startup & scale-up exposure – key involvement in early-stage businesses, gaining strong insight into growth challenges and opportunities.
- Turnaround management – led an IT division with multiple software products, successfully repositioned the portfolio, and achieved profitability after years of losses.
- Real estate & asset management – direct responsibility for high-value acquisitions, complex developments, permitting processes, and cross-functional project teams.

Key capabilities

- Critical thinking & long-term vision – rooted in legal background and refined through extensive risk assessment and strategic decision-making.
- Team building & leadership – proven ability to create stable, high-performing teams capable of managing complex projects under pressure.
- Negotiation & stakeholder management – strong record in working with shareholders, partners, public authorities, and international teams.
- Adaptability – experience across corporate, entrepreneurial, and international environments, with agility in adjusting to diverse business contexts.
- Result-driven pragmatism – ability to balance strategic objectives with operational execution and efficiency.
- Integrity & strong values – career built on hard work, loyalty, and ethics, with a consistent focus on personal and professional growth.

PROFESSIONAL EXPERIENCE

ISSA ESTATE SRL (same shareholders as E-INFRA Group), Cluj-Napoca, Romania

- a real estate development and investment company with assets valued > 100 mil € -

2022 – 2025 **CEO**

AROBS TRANSILVANIA SOFTWARE SA, Cluj-Napoca, Romania

- one of the most important IT and software development companies in Romania -

2019 – 2022 **Executive Director, Optimall Division**

FUN MANAGEMENT SRL (an umbrella company managing startup projects), Cluj-Napoca, Romania

- having the role of Business Development Manager at Zonga Music SA, Bucharest, Romania - the no.1 music streaming service in Romania and COO of Soundmix LTD Dublin, Ireland - Soundmix Live project, an innovative mobile app to watch live streams from DJs and festivals, together with friends - MVP stage -

2018 – 2019 **Commercial Director**

ELECTROGRUP SA (part of E-INFRA Group), Cluj-Napoca, Romania

- a company that provides turnkey solutions – design, implementation, maintenance, and dispatching – for complex projects in energy infrastructure, telecommunications, and civil construction, carried out at both national and international level -

2016 – 2018: **Legal and Real Estate Development Director**

2013 – 2015: **Head of Legal Department**

2009 – 2013: **Legal Adviser**

EDUCATION and POST-GRADUATE COURSES/ TRAININGS/ DEVELOPMENT PROGRAMS

2025 - 2026	London Business School The Business of AI: Strategic Leaders (Online)
2023 - 2024	Harvard Extension School Professional Graduate-Level Certification in Real Estate Investment
2021 - 2022	EdAlt Institute Certified Coach
2015 - 2017	University of Hull, Cluj Napoca Program Executive Master of Business Administration (EMBA)
2012	Transylvanian Institute of Mediation, Cluj Napoca Qualified Mediator Certificate
2010 - 2011	Faculty of Psychology and Educational Sciences, Cluj Napoca Postgraduate Certificate in Judicial Psychology
2004 - 2009	University of Law, Babes-Bolyai, Cluj Napoca Bachelor in Law

OTHER SKILLS

- **Computer Literate**
- **Driving License: A, B**

LANGUAGES

- **Romanian:** mother tongue
- **English:** Reading, Understanding, Speaking, Writing – fluent
- **French:** beginner