

The logo for AGXECUTIVE features the word "AGXECUTIVE" in a bold, black, sans-serif font. The letter "X" is stylized, with its left and right vertical strokes in red and its top and bottom horizontal strokes in black. Above the "X" is a stylized plant icon consisting of three black leaves pointing upwards and two red leaves pointing downwards.

# AGXECUTIVE

AGRIBUSINESS COMPETITIVENESS CATALYZER



# WHO WE ARE?

- ▶ Created in 2015, in Bucharest, Romania
- ▶ Market leader of integrated HR-related and strategic consultancy services for agribusiness in Romania with more than 50% market share  
66% of our customers come back for more cooperation with us after their first project with Agxecutive
- ▶ More than 600 professionals trained in open and in-house training formats, both digital/hybrid and face-to-face, for technical-commercial agribusiness representatives and farm managers



# WHO WE ARE?

- ▶ A team of 5 full time in-house consultants, 2 of them certified trainers, 4 of them university graduates in agriculture or agro-management, with a cumulated sector-related experience exceeding 15 years
- ▶ More than 100 customers served during our 6 years of existence, with more than 90% of them being multinational companies
- ▶ We are the market leader of competitiveness enhancement services for agribusiness sector in Romania and the Black Sea region with a +50% market share in 2021
- ▶ More than 1000 candidates interviewed so far
- ▶ More than 66% of our customers come back for more after the first experience



# WHO WE ARE?

- ▶ We are an integrator with an exclusive 7 years-old agricultural history: strategic consulting, professional training, UnivAgx, executive recruitment and personnel leasing
- ▶ We aim to create disruptive absolute competitive advantages for our beneficiaries and 66% of our customers come back for more cooperation with us after the first collaboration
- ▶ Unique blend of expertise inside a highly skilled team of certified consultants specialized in agriculture, with a total experience capital of almost 20 years in this field
- ▶ Focus on creating fresh human resources adapted to the specific needs of the most exigent employers in a general context of talent scarcity



8

YEARS

OF SUCCESSFUL ACTIVITY

- ▶ Over the years, we have encountered and conquered numerous challenges, each one an opportunity to push boundaries and redefine what is possible. From addressing complex supply chain issues to embracing digital transformation, we have continuously evolved to stay ahead of the curve and provide our clients with the strategic guidance they need to thrive.
- ▶ Our team of industry experts has poured their heart and soul into every project, tirelessly working to deliver exceptional results. We have navigated the intricate web of regulations, harnessed the power of data analytics, and fostered innovation to unlock new avenues of growth for our clients.
- ▶ As we celebrate this milestone, we want to express our deepest gratitude to our clients and partners who have placed their trust in us. Your unwavering support has been the fuel that drives us forward, and we are committed to continuing our journey together, unlocking new possibilities and shaping the future of agriculture.



# LOCATION



România



● We are based in Romania (5th biggest agriculture in EU), serving all the Black Sea Region

- ▶ Our region is the growth motor of agriculture in Europe, with large size farms focused on arable crops increasing the intensity of their technology every year via sustained investments
- ▶ Vertical and horizontal integration remain a challenge across the value chain (from distribution to transformation), as well as farming governance (farmers' associations, cooperatives etc.)
- ▶ Horticulture and animal growing are continuously expanding, but still timidly, following **field crops sector which is the main sector** in terms of output (more than 80%)

# AGRIBUSINESS INTEGRATOR

A holistic approach - Leader of competitiveness enhancement services for the agribusiness sector in the Black Sea Region



- ▶ **Strategic Consulting:** HR consulting - profiling, evaluation, organizational change management, 360° career management strategies, organizational design + agribusiness strategy (Go-To-Market, product portfolio management, competitive intelligence etc.)
- ▶ **Market Intelligence:** we base our recommendations on verified facts & figures cross-checked regularly with relevant stakeholders from the ag-sector
- ▶ **Continuous Professional Training:** Customized team-building and technical-commercial training programs; since 2016 we have trained more than 300 professionals
- ▶ **Executive Recruitment:** Head hunting recruitment via an exclusive, retainer-based mandate
- ▶ **Personnel Leasing:** supporting with payroll, admin & training the ambitious companies willing to have a close, but financially light, technical and commercial presence in our region via dedicated teams

# WHY SHOULD YOU WORK WITH AGXEXECUTIVE

- ▶ In a highly competitive market, where nobody seems to be able to find the right People, we are successfully recruiting the best talents by applying solid proof human intelligence methodologies. We are therefore securing privileged access to the most qualified network of stakeholders: both decision makers and candidates
- ▶ In a fast moving and highly competitive sector where it is difficult to control the trends and to detect the weak signals which will become the future trends, through our exclusive focus for the agribusiness sector, our best-in-class expertise, our unique analytical skills, our critical thinking and our cumulated experience of more than 17 years, we are able to deliver high added value market intelligence





# SUCCESSFUL MISSIONS

- ▶ **Recruited the CEO** of a multinational seeds company following local team turnaround in a context of global merger between seeds and crop protection mother companies
- ▶ **Staffed all N-1 country board level positions** of the biggest inputs distribution actor in Romania, international investment fund, centralizing critical product management and supply chain functions in a post M&A operation
- ▶ **Trained** in negotiations skills, both sales and purchases, the front and back office teams of the global seeds market leader for added-value field crops to sustain the internal strategic challenge of promoting crop protection together with seeds



- ▶ **Trained the board of an emerging national distributor** after a deep rebranding and market repositioning resulting in a quick-win short-term action plan following strategic SWOT analysis
- ▶ **Given long-term strategic consultancy services** to a regional market leading software editor aiming to develop a farm management ERP and a market place for agriculture
- ▶ **Provided board-level strategic advisory services** for **3 banks** active in ag-sector in Romania
- ▶ **Recruited executive positions** outside Romania: **Ukraine, Hungary, Czech Republic, France** etc.
- ▶ **Provided PR advisory services to the CEO** of a top multinational ag-inputs distributor

# TRANSITION MANAGEMENT




CHANGE

# TRANSITION & TURNAROUND

**Agxexecutive** Team took over for 6 months the transitional management of the Romanian subsidiary of a multinational food company with a turnover of +10 Mil. EUR/year which was losing money for the last 15 years in Romania:

- ▶ **Total turnaround of the management team, hiring new professionals: Country Manager, KAM for Modern Trade, CFO etc.**
- ▶ **In the meanwhile negotiation with all IKA and passing successfully a historical price increase of more than 20% due to the inflation spike of Summer 2022**
- ▶ **Controlled and reduced costs**
- ▶ **Managed the relationship with the strategic suppliers from abroad to stop automatic tariffs increases**
- ▶ **Succeeded to deliver a monthly EBIT of +8% at the end of the mandate, in line with shareholders' expectations which was never achieved before in Romania**



**THE**  
**NEX****T**  
**GENERATION**

# WHAT IF WE COULD HAVE A NEW GENERATION OF EXPERTS

- ▶ Creating new employees for agribusiness companies, transforming final year students and young graduates into competitive human resources truly connected to the needs of the most exigent employers
- ▶ Promoting structured and regular internship programs within the organizations of the sector
- ▶ Accessing the young generation as a unique competitiveness valve as a response to the generalized lack of manpower
- ▶ Internships as CSR first, then as a recruitment method
- ▶ Creating active and visible employer branding among students
- ▶ Achieving useful professional integration of the agriculture graduates in the agribusiness field of their specialization

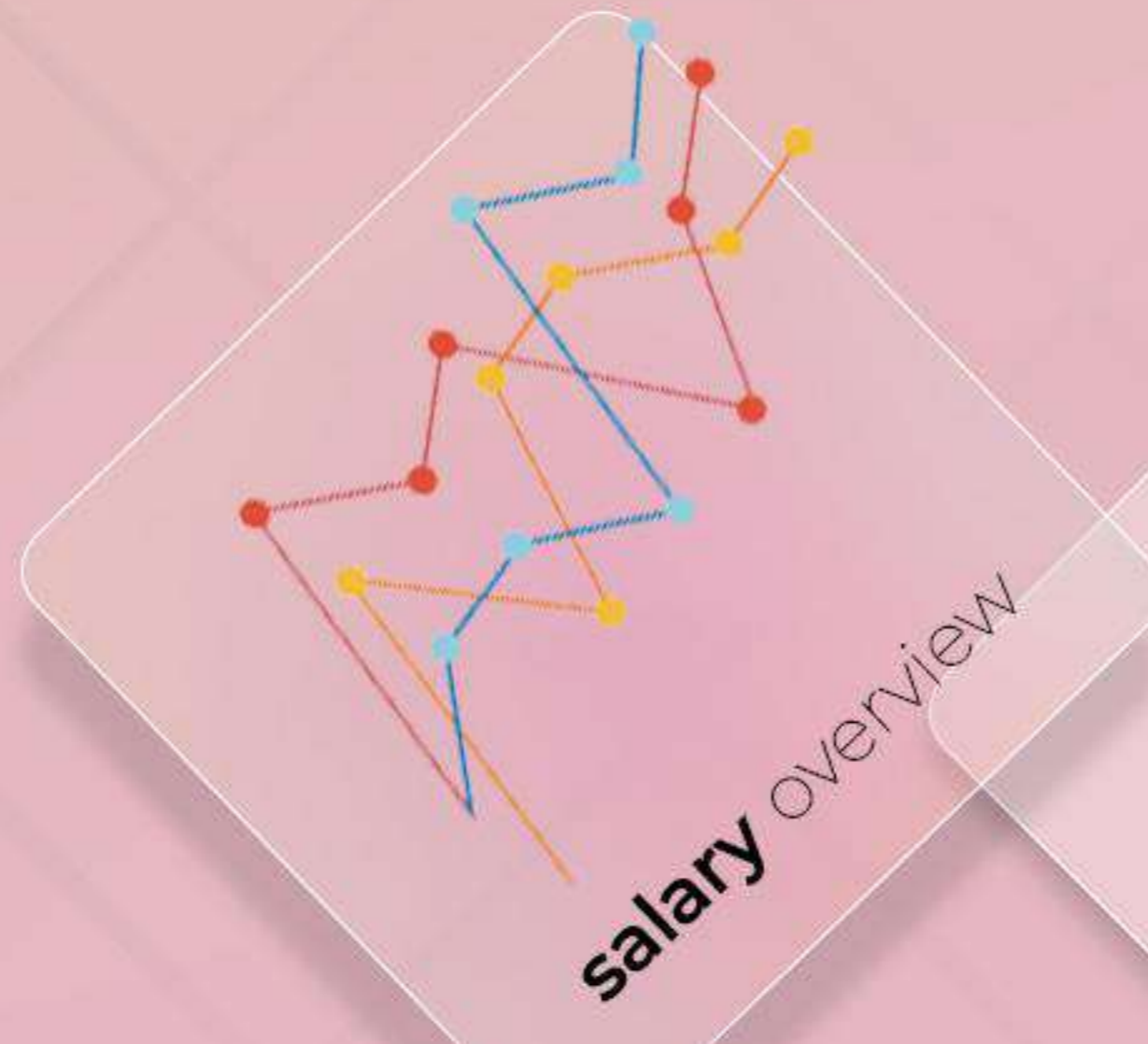


# TRAINING COMPANIES & FARMS

- ▶ We aim to train and coach the **Agribusiness Technical-Commercial Consultants** for the ag-solutions suppliers and distributors and the **Farm Managers** with a sensitivity to the economic dimension of agricultural production added to their agronomic acumen
- ▶ We go on the field to shadow and coach on the job those trained by us to check their preparedness and gently identify via **self-evaluation** the remaining gaps for **further internalization of the continuous learning process inside the organization**
- ▶ We deploy **full long-time learning cycles of learning and repeating**, we do not believe in “one day trainings”
- ▶ **Kick-off face-to-face interactive sessions** based on previous analysis of the specific needs of each organization
- ▶ **Weekly digital follow-up** via Zoom for several months after the initial phase, for repeating and integrating the complete knowledge package with home-works from one session to the other to maintain interest



# 2022-2023 MARKET INTEL STUDY



# COMPETITIVENESS & HR TRENDS IN AGRIBUSINESS 2022 - 2023

The only comprehensive, 100% focused on agribusiness yearly study in the sector.

- ▶ Take management decisions based on real market intelligence. Every year we conduct a comprehensive and complex study to reveal the mechanics of the agri sector. To gain access to the study, get in touch with our team
- ▶ Find out the right comp&ben level, but also the expectations and needs of your talented employees or targeted candidates
- ▶ Get a solid information base that will help you make the right decisions within your organization. We give you all our critical findings, so that you can make the right strategic decisions at the right time!



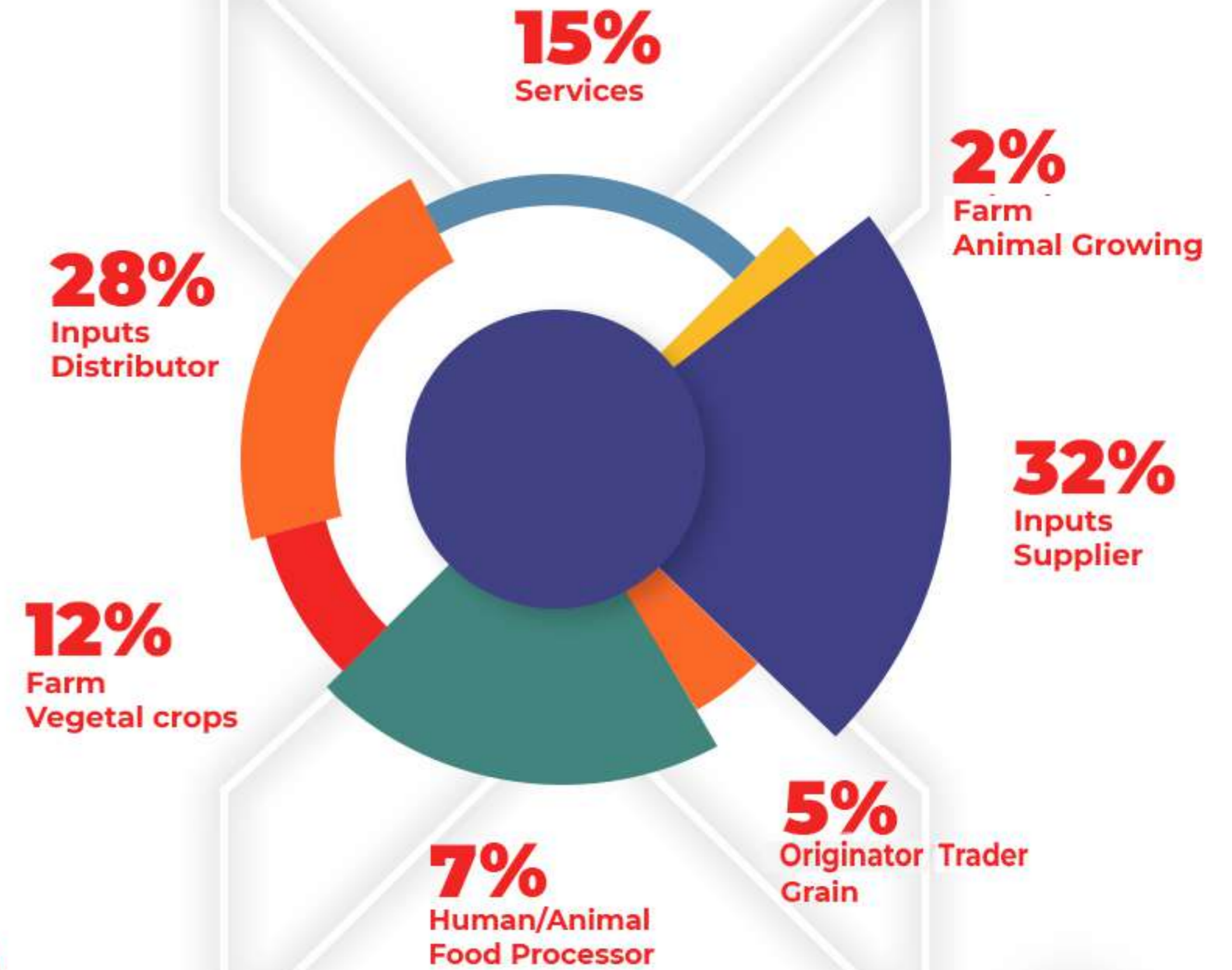


# TOTAL COMPANIES PARTICIPATING

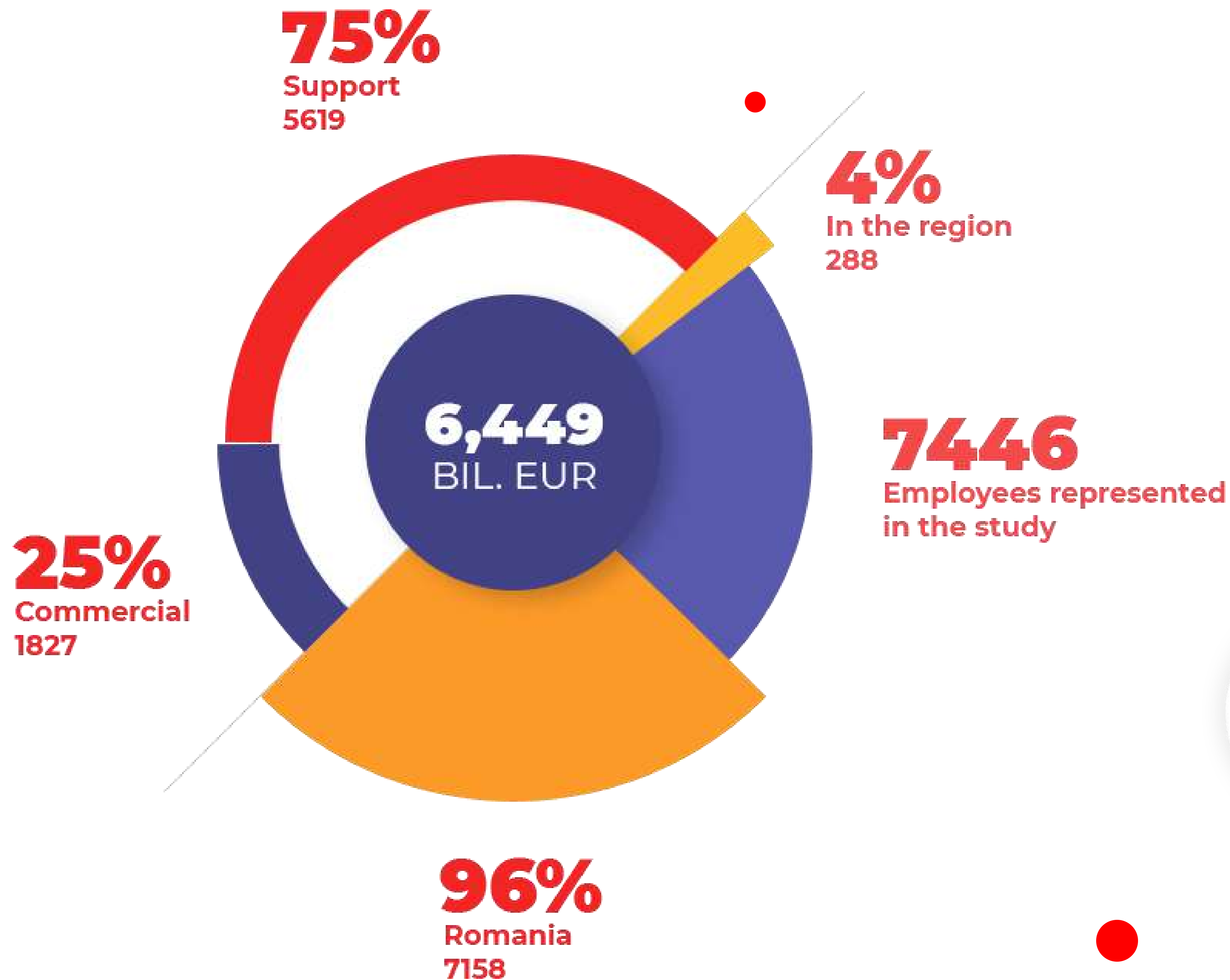
in the 5th wave November 2022 - January 2023, of our agribusiness HR trends survey: 60 companies.

END-TO-END AGRICULTURAL VALUE CHAIN COVERAGE

## MARKET STUDY



# TOTAL SUMMARY



# AGXEXECUTIVE TEAM



**Florin  
CONSTANTIN**

**Founder Strategic  
Consulting**

[florin.constantin@agxecutive.com](mailto:florin.constantin@agxecutive.com)  
**+40743488019**



**Marius  
CUTUȘ**

**Executive Recruitment**

[marius.cutus@agxecutive.com](mailto:marius.cutus@agxecutive.com)  
**+407430488022**



**Angi  
MOCANU**

**Executive Recruitment**

[angelica.mocanu@agxecutive.com](mailto:angelica.mocanu@agxecutive.com)  
**+40743488088**



**Denisa  
NEDA**

**Executive Recruitment**

[denisa.neda@agxecutive.com](mailto:denisa.neda@agxecutive.com)  
**+40768377171**



**Camelia  
LEBADA**

**Professional Training**

[camelia.lebada@agxecutive.com](mailto:camelia.lebada@agxecutive.com)  
**+40743488078**

**CONTACT:**

**EMAIL: [office@agxecutive.com](mailto:office@agxecutive.com)**

**TEL: +40 743 488 019**

**WEB: [www.agxecutive.com](http://www.agxecutive.com)**

**OFFICE:**

17, Helesteului Street,  
APEX Building, Sector 1,  
Bucharest, Romania



**GET IN TOUCH**

**+40 743 488 019**

**OFFICE@AGXEXECUTIVE.COM**

