

## Mihai Barsan

### VP Marketing of Ursus Breweries

Leading the Marketing and Strategy functions of Ursus Breweries, the Romanian beer market leader with the mission to build lovemarks that spark great moments together. In this position he contributed to the company leading position with a brand portfolio that now includes the top 3 most powerful beer brands in Romania.

In parallel, he holds the role of Global VP Marketing & Strategy, after serving for two years as President of IAA Romania. His goal in this role to shift the IAA purpose towards supporting Creativity as a force for good worldwide.

Prior to the current role, he run the marketing operations of brewing giant SABMiller in Slovakia, he was marketing manager for the SABMiller European hub and had various brand marketing roles in Ursus Breweries, which then was the subsidiary of SABMiller in Romania.

And prior to this, he completed his 5 years engineering studies with 5 years of marketing practice in P&G Balkans, where he led brand introductions and marketing operations in the small Balkan markets which at the time were still fragmenting into new countries.

He believes that local heroes can overcome global powers.

That people make business and they need a higher purpose beyond financials.

He believes that beer is not FMCG but liquid emotion.

And he has empirical proof for all the above.