

New appointments at management level at KPMG in Romania

KPMG in Romania & Moldova is pleased to announce the appointment of ten new Associate Partners and Directors, in Audit, Tax & Legal, and Advisory. Their experience and knowledge fuel the sustainable growth of KPMG through a growing demand for our services as business leaders look for expert support to help them achieve their success strategies.

Monica Dragoi, Ioana Zenaida Rizea-Popp, and Irina Rubeli become Associate Partners in Audit, Elena Surdeanu becomes Associate Partner in Advisory and Mihaela Ionescu – Associate Partner, Markets. Madalina Florea, Ruxandra Moțoi and Lucia Savu become Directors in Audit, while Dragoș Nicolae becomes a Director in Tax and Sorina Vâlcu – Director, DPP.

Monica Dragoi, Associate Partner, Audit

Monica is one of the leaders of the Audit and Assurance department at KPMG in Romania and Moldova, with relevant expertise for financial sector clients. Throughout her 15 year career as an auditor of banks, non-banking financial institutions, investment and insurance companies she has also had multiple experiences in working in cross-departmental projects, which have equipped her with a broad spectrum of knowledge in the financial services industry and contributed to her development as a rounded financial services professional.

Monica spent more than 6 months as an interim CFO for a local bank, which is part of an international banking group. She was also part of the working group set up by the National Committee for Macropprudential Oversight and coordinated by the National Bank of Romania in October 2020 with the aim of identifying possible solutions to stimulate green financing in Romania. It was at this time that sustainability secured a safe spot within her list of objectives, aligned with KPMG in Romania's strategy. She is a member of the UK Association of Certified Chartered Accountants (ACCA), of the Romanian Chamber of Financial Auditors (CAFR) and she is an accredited financial auditor with the Authority for Public Supervision of Statutory Audit Activity (ASPAAS).

Monica believes that the auditor role has evolved beyond financial statements audits. She considers it is the auditors' responsibility to start the ESG discussion with their clients and shoulder the transition to a sustainable economy. Her personal goal is to be an auditor of the future and witness the transformation of Romanian financial institutions, and the effect of this rippling through the economy.

Ioana-Zenaida Rizea-Popp, Associate Partner, Audit

Since 2018, Ioana has been a Director in KPMG in Romania's Audit Department. She began her career with the firm in 2006, immediately after obtaining her Bachelor's degree. She first graduated in economics and then in law. During her career she has obtained further qualifications- she is a member of the UK Association of Certified Chartered Accountants (ACCA), of the Romanian Chamber of Fiscal Consultants (CCF) and of the Romanian Chamber of Financial Auditors (CAFR) and she is an accredited financial auditor with the Authority for Public Supervision of Statutory Audit Activity (ASPAAS).

Ioana has broad experience in carrying out audits of numerous Romanian companies, as well as for international groups which operate in Romania. She has had a significant input into projects for several industries, including commerce, industrial production, agriculture, pharma, and energy, both through her involvement in providing audit services and by her participation in financial consultancy projects.

Ioana shows a strong commitment to the development of her team, and is involved in the development of assurance services related to sustainability reporting within KPMG in Romania.

Irina Rubeli, Associate Partner, Audit

“Don’t go through life, grow through life” (Eric Butterworth) is the quote that inspires and motivates Irina. She describes herself as a facilitator - of trust, knowledge and change.

Irina joined the financial services practice of KPMG in 2006 and since then has built significant experience in providing audit and non-audit services to banks, investment and pension funds, non-banking financial institutions and other highly regulated companies, contributing to how KPMG brings trust to the markets. Irina is an FCCA, CAFR and ASPAAS member.

Passionate about people, Irina has invested in their development since the early stages of her career, facilitating technical and soft skills training courses within KPMG locally, regionally and to clients. Irina is also one of the internal coaches of KPMG in Romania, acting as coach for our employees.

In addition to the roles of auditor and trainer, Irina is also a PPC (People, Performance and Culture) Business Advisor, facilitating change in our existing processes in order to offer the best employee experience to our teams.

Elena Surdeanu, Associate Partner, Transaction services, Advisory

Elena joined KPMG in 2004, immediately after graduating from the Bucharest Academy of Economic Studies (ASE). She has more than 15 years of experience in consultancy related to transactions, and currently coordinates KPMG in Romania’s Transaction Services practice. She began her career in the Audit Department - Financial Services.

Elena is also a member of the UK Association of Chartered Certified Accountants (FCCA) and of the Romanian Chamber of Auditors (CAFR).

With broad experience of due diligence projects, Elena has served numerous clients from various fields of activity, from retail, pharma and energy to real estate, agriculture and financial services, representing both buyers and sellers. While working on these projects, Elena has coordinated mixed teams from within KPMG (tax consultancy, legal, environmental advisory and IT).

Mihaela Ionescu, Associate Partner, Markets

Mihaela has long-standing experience with international companies in various industries such as IT&C, pharma, wholesale, and advertising . She has spent the last 10 years in executive finance roles, such as CFO or Head of Finance & Accounting. Mihaela has considerable experience in industry, and has covered numerous areas from Accounting and Tax to Controlling. She has led major transformational projects such as changing the business model, and developing strategy related to insourcing or outsourcing.

Mihaela has now decided to take a new step in her career and in her new role as Associate Partner, Markets at KPMG in Romania, she will use her skills and experience to identify opportunities for KPMG to expand its business, focusing on growing the client base and developing new services. She will work with KPMG experts, to develop comprehensive, tailor-made solutions to service a wide range of client needs.

Doina Madalina Florea, Director, Audit

Madalina joined KPMG in 2006, and, with more than 16 years of experience in financial auditing, currently leads audit missions for large companies which carry out activity in Romania, as well as for international groups from various industries: telecommunications, information technology, commerce, the production of consumer goods, IT services, consultancy and management.

Madalina is an accredited financial auditor with the Authority for Public Supervision of Statutory Audit Activity (ASPAAS) as well as with the Romanian Chamber of Financial Auditors (CAFR) and she has a Master’s degree in Financial Auditing from the Bucharest Academy of Economic Studies (ASE).

Her activity has focused on auditing financial statements in conformity with Romanian Accounting and Financial Reporting Standards as well as International Financial Reporting Standards (IFRS). With extensive experience in audit, Madalina coordinates the group audit for a Romanian Shared Service Center for over 14 branches in Europe, in a complex auditing mission.

During her career, Madalina has participated in the listing of an audit client from the telecommunications sector on an external capital market.

Madalina is a dynamic person, who sets a positive example to her colleagues both personally and professionally.

Ruxandra Moțoi, Director, Audit

Ruxandra joined KPMG 12 years ago, in the Audit Department. During her time with the firm, her activity has focused on financial statement audits, in conformity with Romanian Accounting and Financial Reporting Standards, International Financial Reporting Standards (IFRS) as well as other reporting standards. Ruxandra has been involved in audit missions for several clients in industries such as energy and utilities, agriculture, construction, production and services.

Ruxandra has coordinated audit projects for large Romanian companies, as well as for international groups which operate in Romania.

Ruxandra is an accredited financial auditor with the Authority for Public Supervision of Statutory Audit Activity (ASPAAS), a member of the UK Association of Chartered Certified Accountants (ACCA) as well as being a member of the Romanian Chamber of Financial Auditors (CAFR).

Dragoș Nicolae, Director, Tax

Dragoș joined KPMG in 2004, and in the meantime has also gained experience outside KPMG, both in consultancy and industry. Thus, with approximately 18 years of experience in tax consultancy, Dragoș currently coordinates an agile group within the Corporate Tax and M&As team. He has been a member of the Romanian Chamber of Fiscal Consultants since 2009.

His experience comprises consultancy provided to multinational and local companies from a wide range of industries on domestic and international tax, covering all relevant taxes. Dragoș also coordinates numerous projects involving tax reviews, due diligence and structuring of transactions from a tax perspective. Recently, Dragoș has focused particularly on the telecom industry and tax outsourcing services, currently concentrating on expanding this type of services, e.g. full tax outsourcing, outsourcing of the tax manager function, etc.

Dragoș also specializes in reorganization projects (mergers and spin-offs) in which he has coordinated important projects for local and international clients involving both pre-implementation analysis as well as full assistance throughout the entire reorganization processes.

Mariam Savu, Director, Audit

Mariam Savu joined KPMG in 2014. She has more than 16 years of experience in the financial field - audit and accounting- and has served numerous clients from industries such as retail, FMGC, industrial products, IT, oil and gas, tourism, real estate and construction. She has also coordinated project providing audit & assurance services to US listed clients.

She has coordinated major audit projects for large Romanian companies, as well as for international groups which operate in Romania, and has been involved in the auditing of individual financial statements and/or consolidated financial statements in conformity both with Romanian Accounting and Financial Reporting Standards and with

International Financial Reporting Standards (IFRS)

Mariam is an accredited financial auditor with the Authority for Public Supervision of Statutory Audit Activity (ASPAAS), a fellow member of the UK Association of Chartered Certified Accountants (ACCA) as well as being a member of the Romanian Chamber of Financial Auditors (CAFR).

Sorina Vâlcu, Director, Audit, Department of Professional Practice

Sorina is a highly experienced audit professional with sixteen years' experience as a consultant. She has played a leading role in projects involving a wide range of clients from numerous sectors. As a team leader, she has mentored more junior colleagues, developing new talent. Sorina is a member of the Romanian Chamber of Financial Auditors (CAFR) and a fellow member of the UK based Association of Certified Chartered Accountants (ACCA) and a licensed auditor with the Authority for Public Supervision of Statutory Audit Activity (ASPAAS). She has a strong commitment to ongoing professional development. Sorina is looking forward to new challenges and opportunities in her new role as a Director at KPMG in Romania.

“Our outstanding professionals have been essential in the success of KPMG in Romania, and exemplify excellence, integrity and what it means to live KPMG’s values. Together, they will continue to play an important role in the firm’s ongoing efforts to support our clients to navigate difficult conditions and pursue opportunities. I thank our new Associate Partners and Directors, and all of our people for their commitment and great work”, says **Ramona Jurubița**, *Country Managing Partner, KPMG in Romania & Moldova*.