

SIMION & BACIU welcomes Theodor Simion as Chief Financial Officer



SIMION & BACIU has announced that Theodor Simion has joined the firm as Chief Financial Officer (CFO) and a member of the firm's senior management team.

As the legal landscape continues to evolve, the role of a CFO in a law firm becomes increasingly crucial. In this context, Theodor brings a wealth of experience to the SIMION & BACIU team, garnered from his previous positions in both multinational and prominent domestic companies, leaders in their respective industries, such as Ipsen Pharma SAS or Petrom S.A.. His diverse background provides a solid foundation for a consistent approach to the financial and operational aspects of the firm, with a unique twist, thanks to Theodor's expertise obtained during his activity in some of the most regulated industries, including pharmaceuticals and natural resources.

A professional with more than 20 years of experience including in global and regional roles, Theodor has a proven track record of successfully contributing to the development of sustainable practices for organically growing businesses. Passionate about developing people and organizations, Theodor holds an Executive MBA degree from the Vienna University – WU Executive Academy.

At SIMION & BACIU, Theodor will play a pivotal role in designing and implementing a comprehensive financial strategy aligned with the firm's mission and objectives, while ensuring its financial health. He will lead SIMION & BACIU's strategic and operational approach to financial activities, including financial planning, cost, revenue and cash flow management, reporting, accounting, billing and collections. Also, he will work closely with Managing Partners Cosmina Maria Simion and Ana-Maria Baciu to design and implement initiatives in areas such as risk management, investment and strategic financing, laying the groundwork for robust future expansion plans.

"Theodor's multifaceted professional expertise, combined with his deep knowledge of highly regulated industries, is further enriched by his experience as a client of external legal services. This combination of capabilities will be invaluable for our ongoing growth and will enhance our ability to consistently deliver innovative, client-focused solutions, at a time when the legal industry is evolving at an unprecedented pace and in areas it little tapped before. For SIMION & BACIU this move reflects our dedication to staying at the forefront", mentioned Cosmina Maria Simion, Managing Partner at SIMION & BACIU.

"We are thrilled to welcome Theodor to our team as our inaugural Chief Financial Officer. Ensuring an efficient allocation of our resources is critical for delivering highly tailored legal services to benefit our clients and business partners. Theodor's all-encompassing expertise will be of essence in driving continuous improvement and promoting best practices for our financial operations, and not only. This will facilitate optimized cost management and streamlined finance and billing practices, ultimately offering clients the continuous added

value they seek for their legal requirements", stated Ana-Maria Baciu, Managing Partner at SIMION & BACIU.

Theodor's addition to SIMION & BACIU team is part of the firm's strategy to complement its pool of talented lawyers and counsellors with highly reputable business services professionals.

With this new addition, the firm marks another strategic milestone in its evolution, reaffirming its commitment to a sustainable, long-term development. It also signals the consolidation of SIMION & BACIU's business operations in areas less conventional for a law firm, which are increasingly relevant for the type of interaction and partnership clients expect from their legal counsel.

About Theodor Simion:

Theodor is a seasoned finance professional with an Executive MBA degree from Vienna University's WU Executive Academy, having developed substantial expertise in fields such as strategy, accounting, advance finance, performance management and operational management.

In his early career, Theodor acted as Investment Controller for Petrom and was also part of the internal team involved in the company's privatization process (data room organization).

Throughout his career, Theodor has been instrumental in (re)organizing finance departments and designing and implementing systems to improve the accuracy of data. These systems cover various aspects such as management accounting, risk management, internal financial and operational data (sales, forecasting, accruals, clawback), and planning and corporate reporting, and have facilitated data-driven strategic decision-making processes.

In his most recent role as Global FP&A Controller at Ipsen Pharma SAS, following his interim position as Head of Corporate Credit Management, Theodor spearheaded the development of a financial model that enhances the efficiency of the company's strategic growth initiatives.

About SIMION & BACIU:

A business law firm with an independently acclaimed approach to legal services and client service, **SIMION & BACIU** is an award-winning intellectual powerhouse providing the best combination of legal advice, business savvy and humanness.

We act as business partners to our clients in areas of practice and regulated industries pivotal to our firm's sustainable growth: intellectual property, gaming and gambling, consumer protection, advertising and data privacy, technology & media, corporate and M&A, and disputes resolution.

We are committed to nurture a growth and development-focused, friendly work environment, with an enthusiastic beat and engagements assigned by iconic and market-shaping companies, thus offering peerless opportunities to our team members and providing them the platform to establish a market-forwarder profile.

SIMION & BACIU and members of its team are active in third-party professional organizations such as [AmCham](#) (American Chamber of Commerce in Romania), [INTA](#) (International Trademark Association), [ECTA](#) (European Communities Trademark Association), [IMGL](#) (International Masters of Gaming Law), and

[Concordia](#) (Employers' Confederation) , thus, being permanently connected to the evolution and trends of the Romanian and international business and legal environment.

Members of our team are independently acknowledged by reputable international directories including Legal 500, Chambers and Partners, Managing IP, Who'sWho Legal, IAM Patent and WTR.

With this approach, we successfully foster a stable, future-ready setting that has generated a tripling of our team and a two-figure yearly growth (%) of our portfolio of clients, since 2019.

Our growing reputation is reconfirmed by international and domestic distinctions, including:

- Recognition as a **Leading Firm** by the leading British publication Legal500, since the establishment of our firm, in 2019
- Recognition as a leading firm by **Chambers and Partners**, one of the most prestigious publication evaluating the activity of law firms across over 200 jurisdictions
- **Law Firm of the Year in Romania** distinction awarded by Managing IP (2021, 2022 and 2023)
- Recognition as a **Top Firm** by IP STARS (2020, 2021, 2022), **Trademark Firm of the Year in Romania** at the IP Global Awards (2022), **Recommended** by IAM Patent 1000 (2023) and **Gold-band** by WTR (2023)

