

Radu Ionescu

Partner with PMG Prevention & Resolution of Disputes Founder and Managing Partner at SRDG
Swiss Retail Development Group

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Summary

BS in Civil engineering EPFL/SIA, with significant experience in Swiss and European real estate and construction, I offer highly developed business acumen in seeking opportunities for growth, as well as considerable expertise in developing, implementing and communicating related strategies.

To achieve my objectives, I focus on ensuring that the right competencies are in place, building consensus and a solution oriented culture in the work place, and using my honed negotiation skills to best advantage.

Ingénieur civil diplômé EPFL, avec une grande expérience de l'immobilier et de la construction en Suisse et en Europe, dynamique, persévérant et autonome, je base mes réalisations sur la solidarité et les valeurs morales que je partage avec mes collègues, sur le sens entrepreneurial et de la communication à tous les niveaux. Pour relever les défis avec succès, je m'appuie sur le choix approprié des compétences requises, un bon sens de la négociation, la recherche naturelle du consensus et une orientation « solution ».

Experience

Partner at PMG Prevention and Resolution of Disputes

April 2013 - Present (3 years 9 months)

PMG partners are relied upon as experts, mediators, members of Dispute Boards and arbitrators.

PMG combines individual competencies that provide employers and contractors with the assistance needed in dispute prevention and resolution, in contract and claims management, in training for dispute avoidance and in expert opinions.

PMG acts under terms of reference involving interpretation of technical specifications, modifications of design, financial compensation for delays, acceleration of work, changed conditions, additional works, and more.

PMG provides services in the fields of power schemes, industrial plants, information technology, industrial and office buildings, transportation systems, transport infrastructures such as roads, rail, tunnels, and bridges under conventional and PPP/BOT contract structures.

Founder and Managing Partner at SRDG Swiss Retail Development Group

April 2013 - Present (3 years 9 months)

The Swiss Retail Development Group is a group of specialised companies who dedicated their efforts for many years to the satisfaction of the requirements of retailers in Switzerland. They helped retailers in the definition and implementation of their respective policies concerning expansion and also transformation

and relocation of their points of sales. The long experience acquired in working with non Swiss companies allows them to foresee and understand the needs of their future clients.

Created in 1999 by Radu Ionescu, before becoming the initiator of SRDG, GPA developed a track record over many years in supporting several major carmakers to develop their Europe-wide distribution network, from showroom conception using the corporate identity to turnkey delivery of garages. Later, GPA advised a global hypermarket retailer on developing and implementing expansion strategies in Switzerland and Romania. With indepth understanding and experience in the Swiss real estate market, Radu Ionescu specializes in counselling internationally famous brands on their expansion plans and activities in Switzerland.

Development Director at McDonald's Development Sàrl

October 2010 - April 2013 (2 years 7 months)

The Swiss subsidiary of the multinational company specialized in “good food fast” has 154 restaurants run both in own name or by franchisees. My team helped implement the global strategy I defined for the following real estate and construction activities:

- Negotiate property acquisitions and lease agreements with high ROI
 - Lease management
 - Expand, transform and remodel existing restaurants and build new restaurants for budgets exceeding 50 million SFr a year
 - Promote best practice in quality, sustainable development and corporate identity, reduce the costs (18%) and the execution time
 - Set-up and run a thorough maintenance programme of all the restaurant buildings.
- and corporate identity, while drastically reducing the costs and the execution time
- Set-up and run a thorough maintenance programme of various technical installations.

Directeur Immobilier Europe at Bata Brands Sàrl

2007 - 2010 (3 years)

BATA is a family-owned group that manufactures and distributes shoes and leather goods worldwide. The Bata group appointed me as its first real estate director, with the following mandate:

- create and run a worldwide family-owned real estate fund
 - define and implement corporate identity and construction standards in the 1'000 European shops of the group
 - substantial savings in shop installation costs (15%)
 - increase by 30% the number of shops, through negotiation with developers, local authorities, investors and real estate agents
 - improve existing and future leasing conditions
 - establish shops in East-European countries (new markets)
- ion with developers, local authorities, investors and real estate agents
- improvement in existing and future leasing conditions

- establishment of shops in East-European countries (new markets)

Directeur Expansion at Maus Frères SA

2002 - 2006 (4 years)

In 2001, the Carrefour group and the family owned Maus Frères SA launched a joint venture with the objective of creating a network of Carrefour hypermarkets in Switzerland.

As Director of Development/Expansion, my responsibilities were to:

- design and implement a development strategy, based on a new model for the identification of appropriate sites
- design and roll-out a communications strategy focused on knowledge sharing and competence building with our partners
- establish and build close contacts with political authorities and local and regional organisations and NGOs
- launch major commercial real estate projects in Switzerland.

The experience gained in the structuring of complex real estate operations and in the negotiation of contracts for land purchase or rental allowed me, in a rather difficult political context, to secure the opening of three new hypermarkets.

- establish and build close contacts with political authorities and local and regional organisations and NGOs
- launch and/or participate actively in the main ongoing commercial real estate projects in Switzerland.

My experience in the structuring of complex real estate operations and in the negotiation of contracts for land purchase or rental allowed me, in a rather difficult political context, to secure the opening of three new hypermarkets.

Director and Founder at GPA Sàrl

1999 - 2002 (3 years)

Based on in-depth knowledge acquired within the European construction industry, I created GPA so as to pursue the expansion and development of a distribution network for the “smart” car as a contractor to Daimler Chrysler. My team of project managers planned 210 new showrooms in several countries for a total investment of over 140 million SFr.

Building on GPA’s know-how in managing such multisite projects, I secured substantial contracts with a large Swiss catering company and with two automotive majors (American and French).

At the same time, GPA opened a department to develop a market niche as yet unexploited in Suisse Romande: independent technical surveys of buildings for home buyers.

Construction Management Director at Micro Compact Car SA (MCC)

1996 - 1999 (3 years)

smart GmbH (previously MCC) develops, produces and markets the smart car (a new concept in city vehicles), using a new and independent network of specially designed and innovative distribution outlets. As Director of Development of these turn-key smart centres, I supervised a team of professionals engaged in building 230 smart centres (an innovative showroom concept) in 9 European countries, representing an overall investment of more than 200 million SFr.

Directeur de projets at Implenia (formerly: Zschokke)

1988 - 1996 (8 years)

1996 Brandenberger + Ruosch SA (consultancy firm)

Consultant Project Manager

While my mandate included giving advice to public investors (CFF, La Poste) on management aspects of construction projects, my main responsibility was the general planning of the renovation of the Nestlé SA company headquarters in Vevey (budget: 160 million SFr).

1990 – 1995 General Contracting Department

Project Manager heading several major turn-key projects, such as a residential building for students (Studeco), two commercial buildings in Nyon and Lausanne, the underground parking lot at Place de la Navigation in Ouchy, and the TL bus depot in Renens. I also set up financial frameworks for major swiss real estate investment projects.

1988 – 1990 Structural Work Department

Site Manager responsible for overseeing various apartment blocks and underground parking building developments. I managed teams of up to 60 workers, with budgets exceeding 15 million SFr.

Structural Design Engineer at Compagnie d'Etudes Techniques et Planification

1987 - 1988 (1 year)

In charge of several real estate and civil engineering projects (motorway bridge, theatre, apartment blocks).

Languages

French

English

German

Romanian

Italian

Spanish

Russian

Skills & Expertise

Real Estate Development

Real Estate

Lease Negotiations

Real Estate Transactions

Negotiation

Retail

Contract Negotiation

Market Analysis

Budgets

Strategy

Strategic Planning

Sustainability

Entrepreneurship

Asset Management

Corporate Real Estate

Investment Properties

Property Management

Construction

Commercial Real Estate

Shopping Centers

Residential Homes

Management

Leadership

Leases

Construction Management

Asset Management

Business Planning

Feasibility Studies

Property

Education

IMD (International Institute for Management Development) - Business Programs

Leadership Competences Programme, 1996 - 1997

Ecole polytechnique fédérale de Lausanne

B S in Civil Engineering, 1983 - 1987

Liceul Gh. Lazar

Baccalauréat, Mathematics and Physics, 1975 - 1979

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