

## Contact

[www.linkedin.com/in/alexandra-cristea-43b93691](https://www.linkedin.com/in/alexandra-cristea-43b93691) (LinkedIn)

## Top Skills

Armoured Vehicles  
Benchmarking  
Market Analysis

## Languages

Romanian (Native or Bilingual)  
Italian (Full Professional)  
Russian (Elementary)  
French (Professional Working)  
German (Full Professional)  
English (Full Professional)

# Alexandra Cristea

Member of the Executive Board / Faculty / Keynote Speaker  
Munich, Bavaria, Germany

## Experience

RWS – Ignition Technology  
VP Sales / R&D / Product Management / Marketing  
October 2024 - Present (1 year 6 months)

Institute for Competitive Intelligence  
Faculty Strategic Foresight Chair  
January 2022 - Present (4 years 3 months)

Rheinmetall  
2 years 10 months  
Director International Sales - Business Unit Tactical Vehicles  
November 2022 - October 2024 (2 years)

VP Business Strategy - Vehicle Systems Division  
January 2022 - October 2022 (10 months)  
Munich, Bavaria, Germany

Krauss-Maffei Wegmann  
Head of Industrial Participation  
October 2018 - January 2022 (3 years 4 months)

Iveco Defence Vehicles S.p.A.  
4 years 9 months  
Marketing Intelligence Manager  
May 2016 - September 2018 (2 years 5 months)

Marketing Intelligence Specialist  
October 2015 - April 2016 (7 months)  
Bolzano Area, Italy

Trainee/ Researcher  
January 2014 - September 2015 (1 year 9 months)  
Bolzano Area, Italy

Command for Training and Application School of the Italian Army

Intern

September 2013 - December 2013 (4 months)

Turin Area, Italy

The Economist and Romanian Chronical magazines

Researcher

October 2010 - September 2012 (2 years)

Bucharest, Romania

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## Education

Università Bocconi

International Economics and Management, International Business

Military Academy of the Italian Army

Strategic Sciences and Business Administration, Defence and Security Studies

Goethe German College

Mathematics and Computer Science