

## Contact

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www.linkedin.com/in/alex Dumitru1  
(LinkedIn)  
headwayapps.com (Company)  
brainik.com (Company)

## Top Skills

Entrepreneurship  
Business Development  
Amazon Web Services (AWS)

## Languages

English (Full Professional)  
Romanian (Native or Bilingual)  
Spanish (Elementary)

# Alexandru Dumitru

Entrepreneur, creator and tech geek.  
Bucharest, Bucharest, Romania

## Summary

I build stuff.

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## Experience

### HeadwayApps

Founder

April 2022 - Present (3 years 9 months)

HeadwayApps offers a range of productivity apps for companies for file processing and file management online and in the Google Workspace suite.

### Klean Group

Co-Founder & Business Development Director

March 2014 - December 2024 (10 years 10 months)

Bucharest, Romania

Klean is a small family business providing premium Wet Cleaning and upholstery cleaning services using the latest technology to law offices, medical clinics, and residential clients in Bucharest.

I've created new business lines, brought new companies on board, developed new processes for lead generation, and automated processes for the day-to-day tasks making the workload more efficient.

### Brainik Ltd.

Co-Founder/CTO

January 2008 - December 2024 (17 years)

Bucharest, Romania & Dublin, Ireland

Founded as a design studio in 2008 Brainik evolved and into several separate online businesses in the creative industry, mostly e-commerce websites and marketplaces selling digital resources to the creative ecosystem.

As CTO I have built and grew our E-commerce infrastructure and tech stack, worked with different E-commerce solutions like Magento or Woocommerce, keeping costs at minimum and offer a great experience to our customers.

Product & Business Development - I've create several of the company products with low investments and high ROI, like subscription businesses and marketplaces. Also bringing in new revenue streams like advertising contracts or finding new contracts for our design studio.

Customer Service & Fraud Management - Dealing with customers requests and create documentation for our staff to handle issues faster for customers, take measures to prevent and lower fraud orders due to our high risk business.

## Skymark Global

Co-Founder

January 2005 - December 2007 (3 years)

Bucharest, Romania

Call Center & BPO company, my first company, founded in 2005. My roles were:

Business Development - Bringing in new contracts and projects for the company like pharmaceutical sales, lead generation for the UK mortgage market, customer support and different sales projects.

IT Director - I was also the technical director, I managed the company IT infrastructure, VOIP telecom, predictive dialing solution and phone network. Learned about web hosting, email, CMS platforms and other web technologies.

I also built and optimized the company websites, writing texts, SEO + marketing to support our business development and growth.

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