

## RBI Group appoints Bogdan Atanasiu as Head of Innovation & Marketing to lead its European technology

RBI Group brings on board Bogdan Atanasiu as Head of Innovation & Marketing to lead the Group's strategy in technology and marketing on the European market.



**New York City, Jul 14, 2019 ([Issuewire.com](http://Issuewire.com))** - RBI Group, the investments holding, owning companies in several sectors from technology and retail to financial services and real estate, is consolidating its business in the digital and technology areas by bringing on board Bogdan Atanasiu, as Head of Innovation & Marketing, which will lead the Group's strategy in technology and marketing on the European market.

The Group has a strong presence in the global technology sector with shares in multiple companies like Amazon, Samsung Electronics, Cisco Systems, UBER, Deutsche Telekom, among the largest names.

Jonathan Stringer, Vice-president of Global Operations at RBI Group: "We want to strengthen our Technology influence and our overall focus on innovation, aiming to accelerate the growth of our portfolio companies, on one side, and to start building our own ventures and to support start-ups in uprising technology business models, on the other. The investments in the digital space and technology sector are essential for us, as a holding with many regional interconnected businesses, and having Bogdan joining RBI, will help us to move further in both directions with a unified strategy due to his experience in building, managing, and marketing tech start-ups, but also supporting the growth of such companies through venture capital and private equity investments."

Bogdan Atanasiu, Head of Innovation & Marketing at RBI Group: "It is an honor to accept this newly created position within the Group, and I am thrilled to contribute to the development of any technology-

related innovations. As part of our global strategy, firstly, we will expand RBI's reach with the launch of a venture building division, which will have the mission to identify trending business models, to adapt them to current technologies and, ultimately, develop them in-house from zero, in order to have them operating on the European market with the potential of global scalability. Secondly, we will launch a venture capital investment fund focus on early-stage, targeting Europe- and United States-based start-ups from miscellaneous verticals, which we will be able to support through finance, marketing, operations, expansion, and mentorship.

My long-term goal for RBI Group with this new strategy is to grow its portfolio companies' overall value and make them competitive on a global market through innovation in any possible aspect of their businesses."

Bogdan Atanasiu is also Country Director (Romania) for BDC, focused on emerging investment opportunities in technology transfer and innovation-driven ventures in Central & South Eastern Europe, as well as the Manager & Founder of Zeyshare Ventures + Marketing, a venture builder and marketing agency capable to develop, market, grow and manage companies in any stage of development. Zeyshare's most recent start-up is yochef.ro, an HoReCa digital platform for reservations and delivery from restaurants, which launch on the Romanian market this year.

RBI Group is part of the Global Fortune 500 companies, an annual ranking of the top 500 corporations worldwide as measured by revenue and the list is compiled and published annually.

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