

HELLO, I'M

Bogdan Mihai Ilinca

Product & Innovation Lead @MediatelData

Ploiesti Metropolitan Area

0722 242 529 bogdanmihai.ilinca@gmail.com

linkedin.com/in/bogdan-mihai-ilinca-32503393

01 / PROFESSIONAL PROFILE

Product and innovation leader with 17+ years of experience spanning AI product strategy, digital platforms, contact center operations, and telecom customer service. Currently shaping Mediatel Data's AI portfolio across conversational AI, voicebots, analytics, and virtual assistants, with a strong background in scaling customer operations and cross-functional delivery.

02 / CORE EXPERTISE

- Conversational AI
- LLMs / ASR / TTS
- Contact Center Operations
- Generative AI
- Product Roadmaps
- Capacity Planning
- AI Product Strategy
- Digital Platforms
- Resource Allocation

03 / PROFESSIONAL EXPERIENCE

July 2025 -
Present (1 year)**MEDIATEL DATA / 3 YEARS 4 MONTHS**

Product & Innovation Lead

Bucharest, Romania

- As Product & Innovation Lead for AI-based solutions at Mediatel Data, I am responsible for shaping the product strategy and driving innovation across our AI portfolio.
- Leading the development and evolution of AI-driven products, including conversational AI, voicebots, analytics, and virtual assistants.
- Working closely with R&D, engineering, and commercial teams to ensure the successful launch and scaling of AI-enabled features.
- Exploring and integrating emerging technologies such as LLMs, speech-to-text (ASR), text-to-speech (TTS), and real-time sentiment analysis into enterprise-grade solutions.
- Managing the AI product roadmap and aligning it with customer needs, business goals, and market trends.
- Supporting pre-sales and marketing efforts by providing product expertise and articulating the value AI brings to customer experience and contact center operations.

April 2024 - July
2025 (1 year 4
months)**MEDIATEL DATA**

Product Owner

Bucharest, Romania

March 2023 - April
2024 (1 year 2
months)**MEDIATEL DATA**

Client Success Manager

Bucharest, Romania

January 2022 -
March 2023 (1 year
3 months)**BCR / 10 YEARS 8 MONTHS**

Supervisor - Digital Platforms

Bucharest, Romania

03 / PROFESSIONAL EXPERIENCE // CONTINUED

May 2021 -
December 2022 (1
year 8 months)



BCR

Expert in Digital Platforms

Ploiesti, Prahova, Romania

July 2018 - May
2021 (2 years 11
months)



BCR

Contact Center Supervisor

Ploiesti

- Responsible with the organization, planning, development and coordination of services and processes of the Retail In-house Contact Center (150+ FTE) - Inbound (customer service, online onboarding for new clients, helpdesk and emergency support for card owners) & Outbound;
- Develop and monitor specific Contact Center processes such as: Quality, Training, Knowledge Management, Change Management, Technical Incidents Management, Capacity Planning, Reporting and Forecasting;
- Preparing reports and analyzing data to assist management as they determine call center goals;
- Manage over 150k customer interactions per month through different channels: voice, video calls, chat, email, courier.

November 2017 -
July 2018 (9
months)



BCR

Processes expert - Contact Centers

Ploiesti

- Responsible for the implementation of new services and optimizing existing services according to customer needs;
- Responsible with technical incident management and business continuity planning and reporting processes;
- Identify deviations from business standards, ensure that necessary measures are taken in order to correct system/operational flaws and make suggestions for improvement;
- Ensures execution and optimization of operational forecast according to ever changing conditions in volume distribution;
- FTE turnover/employment and business requirements (such as new sales campaigns) together with Contact Center Coordinators;
- Participate in defining specific business objectives and analyze targeted performance proposing action plans to meet expected standards.

February 2017 -
November 2017 (10
months)



BCR

Senior Support Specialist - Contact Center Retail

Ploiesti

- Coordinating the reporting and analysis activity in the Contact Center;
- Coordinating the support processes in the delivery of the services both for Customers and for the operational part of the Contact Center.

August 2012 -
February 2017 (4
years 7 months)



BCR

Card Assistance & Helpdesk Coordinator

Ploiesti

- Continuously checking of technical representative's achievement of key performance indicators, real time monitoring and through daily and weekly reports;
- Monthly schedule of work based on traffic curves;
- Preparation and analysis of assessments for the coordinated team of operators, solving any customer dissatisfaction that goes beyond the expertise of the operators;
- Daily and weekly feedback sessions, contribution to people's skills development and help for performance improvement.

03 / PROFESSIONAL EXPERIENCE // CONTINUED

July 2011 - July
2012 (1 year 1
month)



TELEKOM ROMANIA / 3 YEARS 8 MONTHS

Assistant Project Manager

Ploiesti

August 2010 - July
2011 (1 year)



TELEKOM ROMANIA

Xdsl, Telephony & DTH TEAM Leader

Ploiesti

- Operational Management: Managing the xDSL Helpdesk agents Team - adherence to schedule & delivery of agreed KPIs, quality and productivity targets & indicators;
- Call monitoring, coaching and feedback for the operational Helpdesk team of agents, responsibility for delivery of the defined customer experience in every call;
- Providing professional solutions & recommendations to the Helpdesk team in order to keep the customers happy with the company's xDSL services
- Conducting performance, motivation & leadership for the subordinated team;
- Contact point of information from call center management to team and vice versa;
- Establish contact points in other departments for solving special customer claims.
- Evaluate operators activity and give them feedback for their activity in order to improve their's and the team's performance.

December 2008 -
August 2010 (1
year 9 months)



TELEKOM ROMANIA

Customer Service Representative Xdsl Helpdesk

Ploiesti

04 / EDUCATION

2009 - 2011



Master's degree - Management of Electronic Systems, Engineering

Universitatea Petrol-Gaze din Ploiesti

2004 - 2009



Electronics Engineer, Engineering

Universitatea Petrol-Gaze din Ploiesti

05 / CERTIFICATION

CISCO CCNA