



# OANA ILAȘ

Deputy CEO, Retail Banking

## PROFESSIONAL EXPERIENCE

- **2022 - Ongoing**  
**Banca Transilvania**
  - Deputy CEO, Retail Banking
  - Member in:
    - Leaders' Committee
    - Loan Policy and Approval Committee
    - Asset and Liability Management Committee
    - Operational Risk Committee
    - Human Resources Committee
    - Data Monitoring and Business Intelligence Committee
- **2024 – Ongoing**  
**Biroul de Credit**
  - Member of the Board of Directors
- **2023 – Ongoing**  
**Visa Romania**
  - Chairwoman of the Executive Committee
- **2023 – Ongoing**  
**BT Asset Management**
  - Member of the Board of Directors
- **2017 – Ongoing**  
**BT Direct**
  - Member of the Board of Directors
- **2019 – 2022**  
**Banca Transilvania**
  - Executive Director, Retail Product Development and Management

**Oana Ilaș** coordinates the Individual and Private Banking division, the development and management of retail products: loans, cards, bancassurance, deposits, digital retail projects, retail data analytics, contact centre & customer care, credit processing and BT's overseas offices. She is also a Board Member of BT Direct and BT Asset Management.

She is contributing to the development of a strong cards team, where the integrated issuing and acceptance solutions secure the bank's top market position. This achievement is reinforced by a dynamic digital transformation journey that has introduced numerous innovations over the years.

She held the position of executive director for development and management of retail products until October 2022, having initially started as coordinating director in the same field.

She has been at BT HQ since 2004 when she moved into cards and retail banking. She started her career with BT in 2002 as an account manager in the Cluj office.

She is one of the Top 100 Most Powerful Women in Business (Business Magazine, 2023). She was also awarded the "Women Changing Romania" prize (by FinMedia, 2022) and is one of the Top 100 Young Top Managers (Business Magazine, 2019).

Oana Ilaș holds a Marketing degree from Babeș-Bolyai University Cluj-Napoca, an Executive MBA from the University of Sheffield, UK and has completed various specialized courses.

She was born in 1979 in Zalău.

- **2018 – 2019**  
**ERB Retail Services IFN SA**
  - Member of the Board of Directors
- **2016 – 2019**  
**Banca Transilvania**
  - Coordinating Director, Retail Product Development and Management
- **2014 – 2016**  
**Banca Transilvania**
  - Director, Card Development and Management
- **2011 – 2014**  
**Banca Transilvania**
  - Director, Card Sales and Product Development
- **2007 – 2011**  
**Banca Transilvania**
  - Deputy Director, Card Sales and Product Development
- **2005 – 2007**  
**Banca Transilvania**
  - Head of Retail Banking Service
- **2004 – 2005**  
**Banca Transilvania**
  - Card Sales Officer, Card Sales and Product Development Department
- **2002 – 2004**  
**Banca Transilvania, Cluj Branch**
  - Retailer Customer Advisor
- **2001 – 2002**  
**Armătura S.A.**
  - Marketing Officer

## EDUCATION AND TRAINING

- **2014 – 2016**  
University of Sheffield, Executive MBA,  
United Kingdom
  - **1997 – 2001**  
Babeş-Bolyai University Cluj-Napoca, Faculty  
of Economics, Marketing License, Romania
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## CERTIFICATIONS AND COURSES

- **2023**  
University of Oxford, Said Business School,  
United Kingdom
    - Oxford Cyber Security for Business Leaders  
Programme
  - **2022**  
Cornell University, USA
    - Visa Strategy and Innovation Leadership  
Certificate
  - **2013**  
Bank Card Business School, United Kingdom
  - **2009**  
Smart Vista Member BPC Group, Russian  
Federation
  - **2008**  
MasterCard Academy, Germany
    - Workshops
  - **2007**  
TMI Romania
    - Practical Leadership Programme
- Dale Carnegie Training, Romania**
  - Impact Presentations

- **2006**  
**Kaizen Institute, Romania**
  - Total Service Management
  
- **2005**  
**Southern Connecticut State University, USA**
  - Postgraduate Courses: Marketing for Managers
  
- **2004**  
**Visa Business School, United Kingdom**