

Ionuț Radu Munteanu

Opening remarks

A perpetual student of the human mind, passionate marketer, full-time entrepreneur, that's Ionuț R. Munteanu. Licensed in Psychology and Sociology with extensive marketing experience, he has helped over 500+ businesses and coached young professionals guiding them in digital marketing.

Through online programs and speaking on stages, Ionuț has reached thousands. He totaled almost 20 000 hours of strategy, analytics and optimization work in his professional life. Ionuț is also known.

Who is Ionuț R. Munteanu?

Ionuț is the founding Partner of [WebDigital](#), first specialized PPC Marketing Agency in Romania, founded around 2009, managing advertising portfolios for almost 100 active accounts across Central and Eastern Europe every month.

He also serves as Managing Partner of UpGradient, a small software company, founded in 2017, designed to automate processes and offer solutions for marketing agencies.

Co-founder of the oldest recurring industry specialized monthly event and vivid community "[Lumea SEO PPC](#)" ("People of SEO & PPC") in Bucharest, founded in 2010, which focuses on bringing digital specialists together.


Today he acts as one of the Board Members of [BlueAlliance](#), a partnership of 14 independent agencies from all the Eastern European countries.

As an [IAB](#) member, speaker and trainer for performance marketing, Ionuț is a certified trainer and for the last 10 years you could have found him either in university amphitheatres, invited by marketing teachers to help students get closer to the digital marketing or speak in workshops both in Romania and abroad, mainly to eCommerce events, but also to general events in the digital industry.

He is currently a member of the [John Maxwell Team](#) - the world's largest and fastest growing entrepreneur certification program with members from all over the world.

Topics of interest

By taking part in his trainings you can learn which are the most important and useful tools to understand ecosystems such as Google, Facebook, YouTube, Instagram, and tools like Google Ads and Google Analytics and the dynamics of these solutions.



In addition to the digital marketing training he is also passionate about future technologies and innovations like [Blockchain](#), [Decentralization](#) and [Crypto](#). He has delivered trainings with the main components and applications of this technology for the future.

Based on his experience in building teams and processes from scratch, Ionuț is highly sought for consultancy and mentoring in how to build a sustainable team and digital marketing agency, by international corporations, but also start-up agencies.

He is well-known for his innovative policies regarding team management and motivation. Inspired by Jeff Sutherland, starting with late 2016 he took Mondays off the work week, and presented it as a reward to the team. So by flipping the pyramid and restricting the work week to 4 days people became more motivated, more focused and started delivering more.

In 2019 he has developed a program and currently mentoring several small size Romanian digital agencies helping them leap from a five people to a 20 people agency.

The polyglot

Being fascinated by communication, people and culture he considers that learning languages is an endless and ongoing process and he intends to keep on learning all his life.

Today, he is a polyglot. He is fluent in five languages that he is perfecting and is studying another four for which he did not yet achieve fluency.


The golfer

Ionuț R. Munteanu has been enjoying [golf](#) since 2014. And the most important factor that attracts him to this sport is the perspective view combined with the detailed process. He found that this sport has a lot in common with both life and business.

The person

[Kaizen](#) principle is the thing that has guided him with everything he has done so far and will guide him further.

He is a father of two wonderful kids, and he is convinced that being a father is one type of experience that you cannot completely understand until you've lived it, the rest you can learn from others.



Ionuț's life ambition is to be able to empower and help the new generation of young professionals build a better, more meaningful reality and learn how to give back to their community.

On a personal note, his personal goal is to become a support system for his children and grandchildren, travel and move for a while in all the countries that he knows the language together with his wife.

Some of the events he spoke at

In Bucharest:

[Digital Marketing Forum](#), [Webstock](#), [Lumea SEO PPC](#), [Gala Premiilor eCommerce - Gpec](#), [Ateliere de Antreprenoriat](#), [eTravel Conference](#), [Iqads Kadett](#), [SEM days](#), [FORBES for IMM](#), Business Review, [Social Media Bootcamp](#), The Netherlands Romanian Chamber of Commerce (NRCC), [Food Bloggers](#)

Outside Bucharest:

[SMS Biz Camp](#), [CTR-D - Timișoara](#), [Social Media Bootcamp - Chisinau](#), [OMCap - Berlin](#), [TeCOMM - Cluj Napoca](#), [Gpec - Scoala de Vara](#)

Inside organizations:

Eurolines, Publicis Group, Leroy Merlin and other

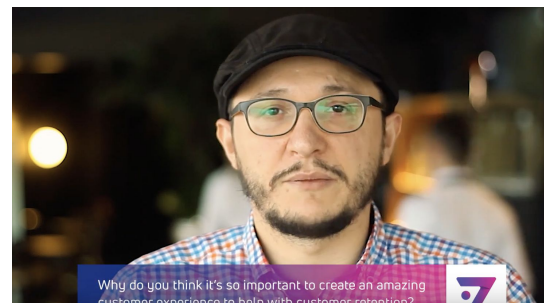
In Universities:

The National School of Political Science and Public Administration (SNSPA), Bucharest University of Economic Studies, The Faculty of Economics and Business Administration (FSEGA) of the Babeș-Bolyai University

Video selection Ionuț R. Munteanu:



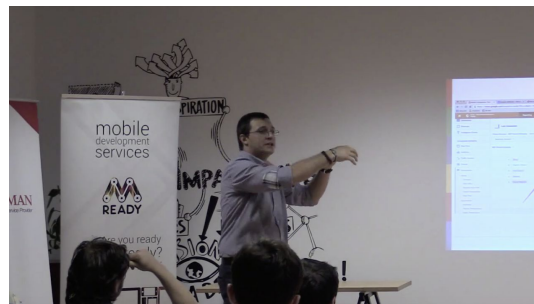
[Ionuț R. Munteanu, Interviu ZF Live, 2018](#)



[Ionuț R. Munteanu, ExpertSender, 2019](#)



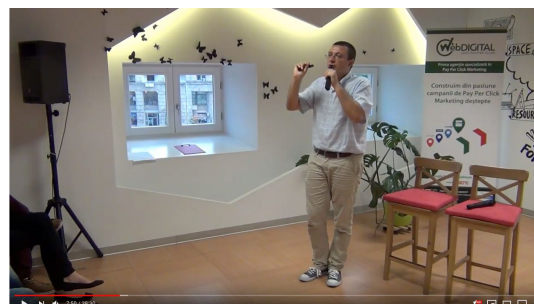
[Ionuț R. Munteanu, GPeC, 2018](#)



[Ionuț R. Munteanu, LSP, 2014](#)



[Ionuț R. Munteanu, Interviu ZF Live, 2015](#)



[Ionuț R. Munteanu, LSP 2013](#)

Professional photos with Ionuț R. Munteanu

The photos from [this folder](#) are with both dark background and light background. Among these photos can be found some where Ionut interacts with the people, Ionut at the office and of course Ionut himself.

The identity manual with usage guidelines and logo that can be downloaded [here](#).

You can find **Ionuț R. Munteanu** on Social Media: [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), [YouTube](#), [Blog](#).

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P.S. The Website and YouTube Channel are still in progress.

Link to [description in Romanian](#).