Silviu Nistorescu

Digital Product & Marketing Lead

Technology for its own sake is a trap. I start from the person, then I build.

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SUMMARY

I take products from a customer problem to a shipped launch, and write the story that sells them. I lead Online Dealer, the digital retail program for six Volkswagen Group brands at Porsche Inter Auto Romania, and build much of it myself: about 40 apps since 2022, including an app on the App Store. Almost everything I sell has to be tried before it is bought, which is also the challenge in front of Apple Vision Pro.

EXPERIENCE

Porsche Inter Auto Romania · Volkswagen Group retail, 627 employees · Bucharest

Digital Business Manager 2024 – present

- Head the Digital Business Center and lead Online Dealer, the digital retail program piloted in Romania ahead of a planned European rollout: pia.ro, the customer interaction center, the Salesforce CRM and marketing. I set the roadmap and present to the CEO and Porsche Holding's CEE leadership. First half of 2026: 500,000 unique visitors, about 7,000 leads and calls, 76 cars sold online.
- Run marketing for six brands on a yearly budget of nearly €1 million: strategy and brand architecture, digital campaigns, events, an in-house content studio, and prices and offers set with the sales directors. First half of 2026: 61 campaigns, 39 events, 156 million impressions, about €25 per lead.
- Built PIA's internal stock and pricing tool: one real-price feed for about 900 new and used cars that drives the website and the Meta and Criteo catalog ads, so every ad shows a real car in stock with its price and monthly rate.
- Shipped PIA Convention, a native iOS and Android app with a web back office for 70 executives from 8 countries: registration, Apple Wallet pass, agenda, push updates and a live quiz. Brief to both stores in under three weeks.
- Grew the customer interaction center I founded to all 6 sales and 3 service locations: about 39,000 customer contacts and 10,000 service bookings in the first half of 2026, answered in 29 seconds on average.
- Built events.pia.ro for test-drive events, a fleet app for 200 test-drive cars across 7 dealers, QR satisfaction surveys, and real-time lead integrations from Meta and two brand CRMs into the Volkswagen Group lead system.

Digital Specialist 2019 – 2024

- Founded the lead-management department that became the customer interaction center: about 3,000 leads a month at a 10% conversion rate, with a team of five. Turned an unused CRM into the sales team's daily tool. Ran 150+ campaigns and 30+ events, led 15+ digital projects with agencies, and brought PIA to East European Comic Con.

After-sales Dispatcher 2016 – 2019

- Ran repair logistics for a 40-person workshop while studying for an engineering degree, and built the app that replaced manual dispatch.

INDEPENDENT PRODUCTS

- **qrsvg.app** · 2024 – present: public QR code generator with SVG export, dynamic codes and scan analytics.
- **CatalogueAds** · 2026, built with a partner, outside my job: a multi-tenant SaaS that turns any product feed into branded catalog ads. It imports CSV, XML or JSON feeds, maps them to Meta's catalog fields and renders a branded image for every product from a template studio with four layouts and four ad formats. Images re-render only when a product changes, feeds re-sync daily, and plans are self-serve subscriptions.
- **Road Duel** · 2026 prototype: voice-first multiplayer trivia for iPhone, built in SwiftUI.

SELECTED WORK

Marketing for six brands · yearly budget of nearly €1 million · 2026 strategy
Brief: when anyone in Romania means to buy a car, they think of PIA.ro. **What I did:** wrote the 2026 marketing strategy with my team and turned it into an operating framework: 9 pillars and 66 activities, each with one owner across sales, service, the call center, group IT and six agencies. One brand architecture puts PIA.ro in front of the six brands, in four layers: always-on stock and service, launches and stock run-outs, events from open days to Comic Con, and daily social content from an in-house studio. I set prices and offers with the sales directors and Porsche Finance, and plan budgets from our own funnel: in 2025 a lead cost €25.50 and a car sold about €510 in media. **Result:** in the first half of 2026, 61 campaigns, 39 events, 400 test drives and about 7,000 leads and calls at about €25 each. Instagram grew from 1,500 to 5,700 followers and organic traffic rose 123%.

Stock and pricing tool · internal platform · 2026
Problem: the website and the ads showed cars already sold, often at the wrong price. **What I built:** an internal tool that pulls every car from six brand shops and the group's vehicle database into one feed, refreshed every 15 to 30 minutes, with a pricing cockpit for the sales teams. **Result:** every listing and catalog ad shows a real car at its real price; overstated prices were fixed on a third of the stock.

PIA Convention · iOS and Android app · live on the App Store and Google Play
Brief: make Romania the best host the group's international convention has had. **What I built:** an Expo app and Next.js back office with an Apple Wallet pass, a desk scanner, an agenda with reminders, push announcements and a quiz with a live leaderboard. I handled publishing on both stores and a release plan that ships fixes over the air. **Result:** live on both stores less than three weeks after the brief, for the event on 17–19 November 2026.

Customer interaction reporting · operational analytics · 2026
Problem: nobody could see what happened to a lead between the call center and the showroom. **What I built:** connectors to telephony, Salesforce, the Volkswagen Group lead system and the workshop system, feeding live boards for team leads and a one-screen view for the CEO. Scripts process the customer data; dashboards show only totals. **Result:** the first measured view of the follow-up gap between the call center and the showroom, and proof that the center now books 72–76% of service visits at the two largest sites.

The next pia.ro · discovery, design system and prototype · 2026
Customer research, a design system of 87 components and a clickable prototype with 700+ pages tested with internal users, plus the build-versus-buy case. The new experience is planned for 2027.

SKILLS AND EDUCATION

Product marketing: positioning, pricing and offer design, launches, campaigns on Meta, Google and Criteo, customer research, executive presentations

Build: SwiftUI, Expo / React Native, Next.js, TypeScript, Node.js, three.js, MongoDB, Supabase, Salesforce, Meta and Google Ads APIs

Education: Politehnica University of Bucharest, Engineering degree, Transportation Logistics, 2018. Porsche Holding CEE Retail Academy, leadership program, 2026

Languages: Romanian (native), English (fluent)

RECOGNITION

Business Magazin, 100 Top Young Managers 2025; interviewed by Business Magazin, Ziarul Financiar and Business24 in 2026.

One more thing. I type at 100 words a minute, hold an RYA sailing certificate and build iPhone games at night. If I can picture it, I ship a version of it. Scan the code, or open silviu.qrsvg.app, to add me to Apple Wallet.