

Sorin Sfetcu

South-Eastern Europe Development Manager at Google

Sorin has 10 years of experience in digital marketing covering all sides of the ecosystem. He has run iProspect's (part of Dentsu) local office since its founding until 2018 growing the team from 2 people to 12 people. In iProspect he worked with clients from Banking, FMCG, e-commerce, Pharma, Telco, etc. on digital media projects, SEO, UX and app development.

He then moved to Vodafone where he built their in-house digital media team as a part of their Digital Transformation project and migration to Agile work framework. In 2019 he then joined Google as SEED Manager, working with start-ups and exporters to grow their business abroad. His current role is Industry Manager covering Retail, FMCG and Telco verticals.

Before joining full-time Google he was a trainer for the Grow with Google program delivering digital marketing courses to over 2000 students.