

Mr. Cristian Sfichi leads the business development activities in Romania for Thales Group, one of the key global aerospace and defence companies. His current role demands a broad understanding of defence and security aspects overlapped with the multiculturalism specificity of the Balkans. He advises various Thales Business Units about prospects in domains like cyber security, critical infrastructure protection, military and paramilitary secure communications as well as digital battlefield programs.

Previously, from 2000, he served in a succession of project management and business development roles culminating with that of Regional Director BAE Systems Plc. – Group Business Development for Southern Europe, which gave him a deep understanding of the trends in the security and defence industry as well as the political and military establishment in Eastern Europe.

With BAE Systems' Applied Intelligence, he was involved in several cyber security regional projects in Banking, Fighting Tax Evasion and Big Data Analytics.

He has achieved a BSc in Nuclear Physics from Bucharest University and later acquired an MSc from Cranfield University & Royal Defence Academy in “International Defence and Security Marketing”.

He is married, with 2 children and lives in Bucharest.