



Oana Ilaș

Deputy CEO, Retail Banking

Banca Transilvania

Oana Ilaș coordinates the private banking and retail areas and the retail products development and management area, respectively: loans, cards, bancassurance, deposits, retail digital projects, retail data analytics, contact center & customer care, credit processing, as well as the BT branches from abroad. She is also a member of the BT Direct and BT Asset Management Board of Directors.

She has contributed and continues to contribute to building a strong team in cards, where the complementarity of issuing and acceptance solutions ensures the bank's market leadership position, a position supported by an agile digital transformation journey with many awards granted over the years.

Until October 2022, she acted as Executive Director, Retail Products Development and Management, previously being the Coordinating Director of the same department. She has been working in the BT headquarters since 2004, when she made the move into cards and retail banking. Her career at BT started in 2002 as a Customer Advisor in the Cluj Branch.

She is included in the Top 100 most powerful women in business (Business Magazin, 2023). She also received the „Women Changing Romania” award (from FinMedia, 2022) and is listed among the Top 100 Young Managers (Business Magazin, 2019).

Professional experience

2022 – present

Banca Transilvania

- Deputy CEO - Retail Banking
- Member of:
 - Leaders' Committee
 - Policy and Loan Approval Committee
 - Asset and Liability Management Committee Human Resources Committee
 - Data Monitoring & Business Intelligence Committee

2023 – present

BT Asset Management

- Member of the Board of Directors

2017 – present

BT Direct

- Member of the Board of Directors

2019 – 2022

Banca Transilvania

- Executive Director, Retail Products Development and Management

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

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- Manager, Card Development and Management

2011 – 2014

Banca Transilvania

- Manager, Card Sales and Product Development

2007 – 2011

Banca Transilvania

- Deputy Manager, Card Sales and Product Development

2005 – 2007

Banca Transilvania

- Head of Service Retail Banking

2004 – 2005

Banca Transilvania

- Officer, Cards Sales and Product Development Department

2002 – 2004

Banca Transilvania, Cluj Branch

- Customer advisor for individuals

2001 – 2002

Armătura Zalău

- Marketing officer

Oana Ilaș graduated from Babeș-Bolyai University Cluj-Napoca, majoring in Marketing, the Executive MBA of Sheffield University, UK and has attended numerous specialized courses.

She was born in 1979, in Zalău.

Education and training

2014 – 2016

University of Sheffield, Executive MBA, UK

1997 – 2001

Babeș-Bolyai University Cluj-Napoca, Faculty of Economics, Marketing Specialization

Certifications and courses:

- Oxford Cyber Security for Business Leaders Programme, Said Business School, University of Oxford
- Visa Strategy and Innovation Leadership Certificate, Cornell University
- Visa Futures, Spain
- Bank Card Business School, UK
- Smart Vista Member BPC Group, Russia
- MasterCard Academy, Germany
- TMI Romania - Leadership Practice
- Dale Carnegie Training, Impact Presentations
- Kaizen Institute Romania, Total Service Management
- Marketing for Managers, Post-graduate training, Southern Connecticut State University
- Visa Business School, UK