

Building High-Performing Offshore Teams in Iași

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As organisations continue to evolve their operating models, access to the right talent in the right location has become a strategic priority.

Iași has emerged as one of Eastern Europe's leading hubs for offshore teams, combining cost efficiency with a highly educated, multilingual workforce capable of supporting business functions across technology, operations, customer experience and commercial services. A thriving startup ecosystem, supported by incubators, accelerators, and an expanding base of SaaS, fintech, and AI companies, has fostered a strong culture of innovation and entrepreneurship.

This guide explores what we call the Iași Advantage. Within these pages, you will discover why global organisations are increasingly choosing Iași to build dedicated offshore teams, and how Potentiam supports clients to establish and integrate high-performing teams aligned to their culture, processes and long-term objectives.

This guide provides valuable insight as you consider the role Iași could play in your organisation's future growth.



"Iași has become one of Europe's leading hubs for offshore teams. It's more than a location, it's a strategic advantage, giving businesses access to highly educated, multilingual talent that can support long-term growth."



Raluca Patrascu

Country Manager and Head of HR, Potentiam Romania



Iași: A Strategic Gateway for Global Business

Compared with Romania's larger hubs, Iași offers businesses greater access to talent and stronger employee retention, while maintaining a highly competitive cost base. Strategically positioned near both Central Europe and the Balkans, the city also provides a natural gateway for organisations looking to expand their regional operations.

Location	 Iași, Romania
Time Zone	 GMT+2 (winter) / GMT+3 (summer)
Proximity to UK	 +/- 3-hour direct flight
Languages	 English with strong proficiency in Italian, Spanish, German and French
Cultural alignment	 Strong alignment with European work culture, professionalism and business practices
Work ethic	 Professionals recognised for adaptability, problem-solving and the ability to integrate with client workflows
Academic strength	 Home to the oldest and most prestigious university in Romania, alongside six others, producing a steady pipeline of skilled graduates
Talent strength	 Deep talent pools in IT, engineering, finance, operations and business support roles
Regulatory environment	 As an EU member state, Romania adheres to GDPR, strong data protection standards and EU regulatory frameworks
Employee retention	 Lower employee churn and stronger long-term retention than saturated Western European cities, supported by career-path opportunities
Cost advantage	 Labour cost savings of 40-50% compared with Western Europe

Scaling Faster and Smarter with Offshore Teams in Iași

UK organisations face growing pressure to scale capabilities while controlling costs and accessing specialised talent. By building offshore teams in Iași, companies can expand capacity, strengthen operational capabilities and accelerate growth without increasing onshore headcount.

1 Optimise costs without compromising quality

Iași offers access to highly skilled professionals at lower labour costs. Organisations can scale teams quickly while maintaining the same quality and expertise as UK-based staff, maximising efficiency and reducing operating expenses.

2 Leverage multilingual talent pools

Companies can access a deep pool of experienced professionals across IT, data analytics, finance, engineering and operations. Strong retention and multilingual capabilities ensure teams support projects and seamless collaboration.

3 Strengthen compliance and risk functions

Iași-based professionals are well-versed in EU regulatory frameworks and international standards, enabling organisations to maintain compliance and risk management while expanding into regulated markets.

4 Scale growth and expand market reach

Offshore teams enable companies to scale operations across multiple regions without increasing UK headcount, keeping HQ lean while increasing capacity and entering new markets with minimal overhead.

5 Boost capacity and collaboration

With near-identical working hours, Iași teams collaborate in real time with UK staff. They manage structured execution and operational tasks reliably, freeing onshore teams to focus on strategy and high-value initiatives.



Capability You Can Build in Iași

Iași offers the breadth of skills needed to build multi-function teams that operate as an extension of your business. With a highly educated, multilingual workforce fluent in English and major European languages, the city is an ideal hub for pan-European operations.



IT

- L1 & L2 Service Desk Analysts
- Application Support Analysts
- Network Engineers
- Systems Administrators
- Business Analysts

ITIL-aligned support with excellent stakeholder communication and depth across service desk, networks, cloud, and core enterprise platforms.

Engineering

- Software Developers (Java, .NET, Python)
- Frontend Developers (React, Angular)
- QA Engineers (Manual & Automation)
- Site Reliability Engineers

Growing engineering ecosystem backed by strong university pipelines and retention, ideal for scaling embedded product and platform teams.

Sales

- SDRs / BDRs
- Sales Operations Support
- Sales Admin

High-performing commercial talent with EU market experience, strong English, and multilingual coverage, ideal for scaling outbound and operational support.

Marketing

- Digital Marketing Executives
- Content Writers
- Campaign Coordinators
- Marketing Analysts

Skilled in marketing platforms, content development, and performance channels, with language depth for pan-European campaigns.

Data & Analytics

- Data Analysts / BI Developers
- Research Analysts
- Data Cleansing & Enrichment Specialists

Strong analytical capability across Excel, SQL, and BI tools, with multilingual coverage that supports research, reporting, and data prep at scale.

Operations / Admin

- Project Coordinators
- Executive Assistants
- Admin Support
- Compliance Analysts / KYC Specialists

Real-time collaboration with UK/EU teams, strong written communication, and reliable delivery for structured workflows in regulated environments.

Finance

- AP / AR Clerks
- Management Accountants
- Financial Analysts
- FP&A Specialists
- Payroll Administrators

Mature finance talent pool with strong ACCA alignment, enabling significant cost advantages without sacrificing quality.

Client Case Studies

In the following case studies, you will see how companies have partnered with Potentiam in Iași to build high-performing offshore teams, enabling them to overcome key growth challenges and scale with confidence.



RedFin: Doubled Capacity Without Doubling Costs

RedFin quickly scaled its accounting and finance capabilities without compromising quality, expanded their team offshore, maintained high client standards and unlocked significant growth.

IMPACT AT A GLANCE



Achieved 30% revenue growth



Staffing capacity doubled without increasing costs



Offshore team members quickly contributed to direct client delivery



I think other businesses would benefit from the quality of the staff – their education, their qualifications, their work ethic and obviously the financial benefits. You can get twice the team for the same money.”



Julian Davies
CEO, RedFin

The Challenge

RedFin, a specialist advisor in accounting, finance, HR outsourcing and business growth for creative agencies and technology businesses, faced rising demand and margin pressure. The firm needed to scale its capacity quickly without compromising quality or client service.

The Solution

Through detailed briefing and candidate profiling, Iași was chosen for its skilled talent pool, strong communication skills and experience with international accounting systems. Potentiam worked closely with RedFin to identify and onboard offshore accounting talent, seamlessly integrate staff into existing workflows and provide HR, IT and operational support aligned with RedFin's standards.

Why it Worked

The offshore team in Iași delivered the same quality as UK-based staff with minimal oversight. RedFin doubled staffing capacity without increasing costs, moved offshore staff into direct client work quickly, and achieved a 30% revenue uplift. The model strengthened RedFin's service delivery, enabling sustainable growth while maintaining high client satisfaction.

Learn more

Scan the QR code to watch RedFin's offshoring journey.



Evora Global: Scaling Data Operations and Boosting Efficiency

Evora Global strengthened its data capability by building a skilled offshore team, increasing output, reducing operating costs and freeing senior consultants to focus on strategic client work.

IMPACT AT A GLANCE



Reduced delivery times
from weeks to days



Workload equivalent to 10 to 12
full time roles absorbed offshore



Lower unit cost for data
acquisition and analysis



The offshore team has directly impacted the bottom line as it has allowed us to manage data more efficiently, at a lower unit cost for acquiring and analysing data.”



Chris Bennett
Founder

The Challenge

Demand for data insights was rising, but Evora Global's UK team did not have the capacity to keep pace. Consultants were spending too much time on manual data tasks instead of client engagement and strategic projects. Expanding locally would have increased costs and put further pressure on margins.

The Solution

Potentiam supported Evora Global with a pilot team of data analysts in Romania, integrated directly into the London operation. The pilot improved consultant productivity and demonstrated a clear uplift in service quality. Following this success, Evora Global expanded its offshore capability with a larger analytics team in Iași and added complementary software development roles in Bengaluru. This created a multi-location model built for scale and long-term performance.

Why it Worked

Strong analytical talent, integrated workflows and consistent standards enabled Evora Global to scale without losing control or quality. The offshore team delivered meaningful gains in efficiency and created space for senior consultants to focus on higher value work.

Learn more

Scan the QR code to watch Evora Global's offshoring journey.



EnergyQuote JHA: 3x Growth Through Strategic Offshoring

EnergyQuote JHA used offshore capability to accelerate growth, scale to more than 300 staff and release significant capital to invest in technology and market expansion.

IMPACT AT A GLANCE

30%

operating margin while competitors reported negative margin

£1.75m

invested annually in sales and £1.5m in technology

£750k

added to the P&L

20%

improvement in productivity and efficiency

“

We grew much, much faster than we would have done had we not done it because of the enormous savings that we made. We saved over £20 million over the course of about nine years. And you put that sort of money into a business, you're going to see things change.”



Christopher Lydiard-Wilson
Founder

The Challenge

The business had strong demand but lacked the capacity and capital to scale. The UK hiring market was saturated, retention was becoming difficult and the existing technology platform needed major investment. Relying on local hiring alone would have slowed growth and increased cost pressure.

The Solution

EnergyQuote JHA began with a pilot team of four Romanian data analysts to support core work in London. The uplift was immediate. Productivity improved, costs reduced and senior staff gained time to focus on growth. The business then expanded its offshore capability across multiple functions, creating a larger Romanian operation that supported more than 650 customers worldwide.

Why it Worked

Offshoring gave the company access to strong talent at a lower cost base, freeing capital to reinvest in sales and technology. This combination of added capacity and increased investment created the conditions for rapid, sustainable growth without taking on debt or giving up equity.

Learn more

Scan the QR code to watch EnergyQuote JHA's offshoring journey.



Potentiam's Offices in Iași

Potentiam's Iași office is located close to the Palas Campus, the city's leading business and technology hub, and within easy reach of two of Romania's top academic institutions. Nearby, Iași's historic centre and botanical gardens add to the city's cultural and lifestyle appeal.

From this base, Potentiam connects clients to one of Eastern Europe's most dynamic talent ecosystems, supported by a steady flow of graduates and international companies establishing operations in the city. With Iași International Airport offering direct links to London and major European hubs, it is a modern, collaborative space designed for high performance teams and seamless integration with global operations.



Meet Your Potential Partners in Iași

Your Potential team is designed to provide strategic oversight, operational excellence and local people support, ensuring your offshore team delivers sustained value and growth.

Relationship Director

The ultimate contact person, in charge of the strategy and managing the client relationship, growth and business performance.

Account Manager

Manages the commercial relationship, growth planning, team changes or replacements, and financial performance.



Laurika Du Preez
Account Manager



Sharon Pillay
Account Manager



Caryn Rundle
Account Manager

Talent & Acquisition

Responsible for sourcing and selecting high-quality talent for Potential's clients, ensuring every hire is capable, aligned and ready to integrate seamlessly from day one.



Gabriel Lichentanu
Head of Talent Acquisition

HR Business Partner (HRBP)

Based in the same location as your team, your dedicated HRBP acts as a true extension of your organisation, partnering with you to support your team. They focus on retention, engagement, performance and compliance, with regular check-ins and reporting.



Marina Irimia
Senior HR
Business Partner



Adriana Cocieru
HR Business Partner



Potentiam Capability Architects: Helping You Build High-Performing Teams

With deep expertise in offshoring, talent strategy and team integration across data, IT, software, operations and commercial roles, the Potentiam Capability Architects help organisations design and build high-performing teams that deliver results.



Charles Fenton

Energy Consultant & Offshore Expert

Former founder of an international energy consultancy sold to Accenture, with deep expertise in SaaS, energy analytics, risk management and renewable energy markets. Now Co-Founder of Potentiam, building high-growth businesses powered by offshore teams.



James Cadwaladr

Commercial & Business Consultant

Commercial strategy and business development expert, experienced working with CEOs and leaders to design team structures that drive growth. Brings practical insight on leveraging offshoring to help sales teams perform at pace without compromising quality.



Chantal Endemann

HR & People Strategy Expert

HR and People Strategy expert with over 25 years' experience building high-performing, multi-location teams across technology, retail and hospitality. Brings strategic and operational HR expertise across talent management, career development, organisational design and scalability.



Andrew Fawcett

IT Technology Expert

IT Expert with deep experience in building global teams and leading digital transformation, enabling scalability, cost efficiency and innovation through AI, Cloud and modern software practices.



Callum Flynn

Process Consultant

Technology specialist with 15 years of experience designing scalable operating models that drive revenue growth, improve service performance and unlock cost efficiencies through global teams, AI and modern software practices



James Gardner

Data Analytics SME

Seasoned professional with over 10 years of experience in data strategy, architecture, and engineering. Proven track record of using data modeling and analytics to drive business insights and decisions.

Working at Potentiam's Offices in Iași

At Potentiam, we don't just provide the infrastructure; we create the conditions for meaningful engagement.

- **Collaborate in real time:** Daily stand-ups, planning sessions and check-ins keep offshore teams aligned.
- **Host in-person visits:** Client visits to Iași are easy, productive, and tailored to deepen team connections.
- **Foster team connection:** Social events and celebrations help teams to connect and build trust.
- **Enable recognition and growth:** Local infrastructure supports career progression, recognition, and ongoing development.

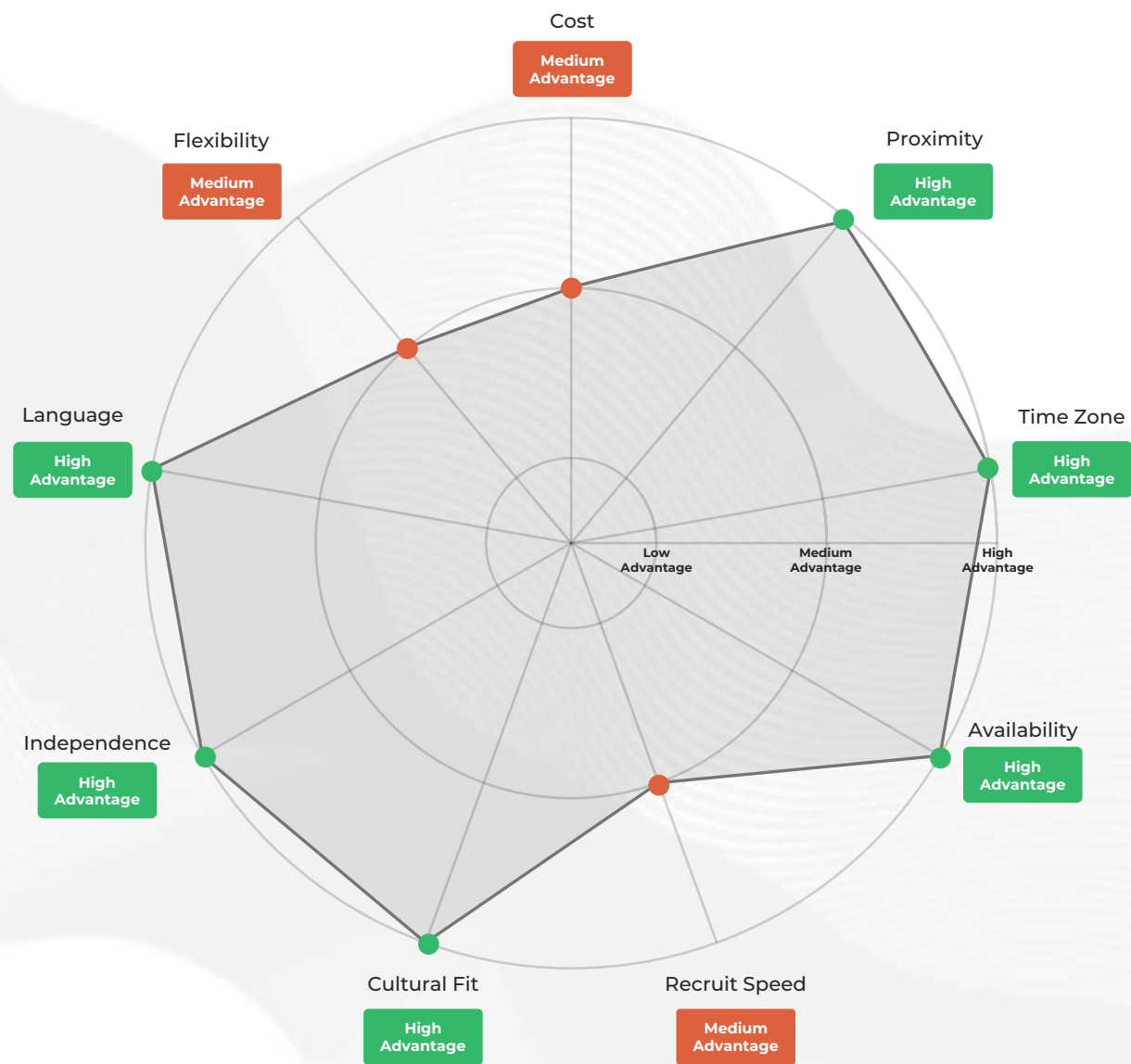
Your visit to Potentiam's Iași office combines collaboration with the chance to explore one of Romania's most dynamic and historic cities. Alongside meeting your dedicated team in a modern, collaborative workspace, you'll discover a city rich in history, culture and innovation.



How Iasi Scores

Choosing an offshore location means weighing multiple factors – from cost and capability to cultural alignment and ease of collaboration. Here's how Iasi performs across the key criteria that influence long-term success.

Dimension	Why It Matters
Cost	Operating costs for equivalent roles are typically 30–50% lower than in the UK , creating sustainable savings that can be reinvested into growth.
Flexibility	Potential builds permanent, embedded teams in Iasi designed for long-term growth. We offer the option to start with smaller teams as a proof of concept and scale as your needs evolve.
Language	Iasi offers exceptional English proficiency alongside multilingual coverage in French, German, Italian, and other European languages , ensuring clarity in communication and reach across markets.
Independence	Iasi staff operate as independent, highly capable professionals, building long-term knowledge and expertise within your team.
Cultural Fit	Romania's workplace culture aligns closely with the UK and EU, creating a smooth path to integration and collaboration.
Recruit Speed	Roles in Iasi typically take 4–6 weeks to fill, compared to 6–12+ weeks in the UK for many functions. Faster and more predictable.
Availability	Iasi's universities and established talent base provide strong pipelines across finance, IT, engineering, compliance, and multilingual services.
Time Zone	Operating on GMT+2, Iasi is 2 hours ahead of the UK , enabling real-time collaboration, daily stand-ups, and same-day turnaround.
Proximity	Direct flights connect Iasi with London and major European hubs. Visa-free travel for UK nationals supports ease of access.



Learn More About Potentiam

In a world where talent and opportunity are no longer confined by geography, offshoring isn't just a cost strategy – it's a growth strategy.

At Potentiam, we help businesses access world-class talent and build high-performing teams. We are not a platform or BPO, nor are we recruiters, reselling talent – we're your strategic growth partner.

Through our advisory approach, we enable organisations to unlock potential by building teams that operate as a true extension of your organisation at significantly lower costs, supported by in-country services.

Whether you're an early-stage company looking to expand capacity or an established enterprise pursuing efficiency and innovation, we'll help you design and execute the right offshore strategy, tailored to your vision and built for long-term success.

Begin your offshore journey in Iași.

Book a free consultation with Potentiam.

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