

Building Offshore **Teams in Iași**

Build High-Performing Teams in Iași

Iași is one of Eastern Europe's leading hubs for offshore teams, offering cost efficiency, highly skilled talent, and strong English and multilingual communication.

Its proximity and GMT+2 time zone enable seamless real-time collaboration, supported by modern infrastructure and reliable connectivity.

With a strong academic base and diverse professional community, Iași attracts and retains top talent across IT, operations, customer experience, and commercial roles.

At Potentiam, we build and integrate dedicated teams in Iași that align with your culture and goals from day one.





The Iași Advantage

Location: Iași, Romania

Time Zone: GMT+2 in the winter and GMT+3 in the summer, allowing for real-time overlap with the UK & EU region.

Language: English & Romanian, with strong skills in Italian, Spanish, German & French.

- Iași is home to one of Romania's largest universities, producing a steady pipeline of skilled graduates annually.
- Compared to saturated Western European cities, Iași offers lower staff churn and strong long-term employee commitment.

Why choose Iași?

- Competitive salary levels compared to Western Europe while maintaining high standards of work.
- Romanian professionals are known for flexibility, problem-solving, and willingness to adapt to client workflows.
- Strong talent pools of IT engineers, finance specialists, and operations staff.
- Only 2-3 hours ahead of the UK and aligned with most European business hours for seamless collaboration.
- High English proficiency, plus many professionals speak German, French, and Italian to cater to European markets.
- Shared European work culture, professionalism, and business practices make.

Iași: A Strategic Gateway for Global Business

- Being in the EU means teams in Iași are well-versed in GDPR, data security, and compliance standards, making it attractive for regulated industries.
- Iași has a fast-developing startup ecosystem with incubators, accelerators, and a growing number of SaaS, fintech, and AI ventures, which has created a culture of innovation.
- Iași is less crowded than Romania's largest hubs, giving businesses better retention rates and easier access to top talent.
- Iași is geographically positioned close to both Central Europe and the Balkans, making it a natural bridge for companies looking to expand regionally.

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 Alexandru Ioan Cuza University and Gheorghe Asachi Technical University, 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.



Case Study:

From Challenge to Impact: Client Case Studies

In the following case studies, you'll see how **RedFin** and **EnergyQuote JHA** tackled key growth challenges by partnering with Potential in Iasi to build high-performing offshore teams:



Case Study:

RedFin-Scaling Capacity with Confidence

RedFin, a specialist advisor in accounting, finance, HR outsourcing, and business growth for creative agencies and technology businesses, sought a way to expand its capability while maintaining quality and client service.

Faced with rising demand and pressure on margins, RedFin turned to Potentiam to explore an offshore model. Following a detailed brief and candidate profiling process, Iasi was chosen for its skilled talent pool, strong communication ability, and proven expertise in international accounting systems.

Working closely with RedFin's leadership, Potentiam:

- Identified and onboarded offshore accounting talent.
- Ensured seamless integration into existing workflows.
- Provided HR, IT, and operational support to align with RedFin's standards.

The result:

RedFin doubled its staffing capacity without increasing cost, quickly moved offshore staff into direct client work, and achieved a 30% revenue uplift. The Romanian team required no additional oversight and delivered the same quality as UK-based staff, strengthening RedFin's ability to serve its clients and sustain growth.





Case Study:

Evora Global-Embedding Offshore Talent for Long-Term Success

Evora Global, a UK consultancy in real estate sustainability, faced rising delivery costs and limited local hiring capacity as client demand accelerated across Europe and North America. Scaling purely from London risked overstressing resources and slowing growth.

A pilot team in Iași, Romania provided immediate access to skilled analysts and consultants. Strong education, cultural alignment, and cost efficiency made Iași the ideal hub.

The team quickly proved its value, enabling expansion into research, data, and technical roles, all fully embedded with the London office.

Evora worked with Potential to:

- Build scalable delivery capacity at lower cost.
- Free up senior consultants to focus on client advisory and growth.
- Access high-calibre talent, strengthening speed and expertise.
- Create flexibility to expand into new markets.

The result:

Evora Global achieved sustainable growth, balancing efficiency with quality, and established a model that positioned the firm for international expansion.

Case Study:

EnergyQuote JHA – Unlocking Scale and Global Growth

EnergyQuote JHA began as a UK-based consultancy in energy services, facing a saturated local market, rising workforce costs, and an outdated technology platform. With just 80 staff but ambitious plans, the leadership team needed a way to scale without overextending resources.

Following a pilot with four data analysts, Iasi was chosen for its strong educational base, deep talent pool, and cost efficiency. The success of the Romanian team led to steady expansion, complemented later by a technology hub in Bengaluru. This offshore capability freed senior managers in the UK to focus on strategy, sales, and client growth.

Working with Potential's founders, EnergyQuote JHA:

- Built scalable data and technology teams offshore.
- Freed UK leadership capacity for sales and business growth.
- Pivoted into new business areas at lower risk.

The result:

Over 11 years, EnergyQuote JHA achieved £21m in cost savings, tripled revenue, and accessed higher-calibre staff who accelerated delivery and innovation. This model ultimately positioned the business for its acquisition by Accenture, underscoring how offshoring, done strategically, can deliver not just efficiency but transformation.



How Iași Solves the Scale, Speed, and Skills Gap

UK companies face mounting challenges: rising labour costs, scarce specialist talent, and pressure to accelerate delivery. Iași in Romania offers a practical way to scale capability without inflating onshore costs.

1 Optimise costs while maintaining quality

- Established talent pools in finance, IT, engineering, compliance, customer service, and operations.
- Salaries 25 - 35% lower than UK equivalents at mid-to-senior level.
- Makes investment in roles viable that would be cost-prohibitive in the UK.

2 Tap into multi-lingual talent pools

- Experienced professionals across sales, marketing, finance, compliance, analytics, and tech.
- Strong retention through career-path roles, not gig work.
- Multi-lingual workforce fluent in English, French, German, and Italian.

3 Expand market activity with leaner teams

- Talent for SDR, BDR, digital marketing, and multilingual customer service.
- Increases output across UK and European markets without extra UK headcount.
- Keeps HQ lean while broadening reach.

4 Improve execution capacity

- Project coordinators, QA engineers, site reliability engineers, and data analysts on hand.
- Provides the execution layer that often stalls strategic projects.
- Maintains momentum from planning to delivery.

5 Strengthen compliance functions

- Compliance analysts, KYC specialists, and finance professionals with EU regulatory knowledge.
- Supports scaling in regulated industries.
- Reduces risk while enabling market expansion.

6 Boost capacity without adding UK headcount

- Iași teams take on structured execution, freeing UK staff for strategy and client work.
- Near-identical working hours with the UK/EU support real-time collaboration.
- Reliable infrastructure and strong work ethic ensure delivery.



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, multi-lingual 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- Engineering Support

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.

Meet Our Subject Matter Experts

Our Potential subject matter experts bring deep expertise across offshoring, talent strategy, and team integration.

With experience across data, IT, software, operations, and commercial roles, they help You build teams that deliver results from day one.



James Gardner
Data Analytics Expert

"Offshoring tech talent isn't only about lower cost; it's about accessing higher capabilities in Romania that can fast-track progress."



Andrew Fawcett
IT Technology Expert

"Building an IT capability in Romania enables UK teams to channel their efforts into innovation instead of daily operational work.."



Callum Flynn
ITIL Certified ITSM advisor & Process Consultant

"Romania's strong engineering universities and multilingual workforce make it a leading hub for advanced IT skills in Europe."



Local HR Partnership - Designed to Keep Your Team Aligned and Engaged

Adriana Cocieru leads the HR Business Partner function in Iași, working alongside Potential's global HR leadership to ensure teams are supported and fully integrated into each client's environment.

The HRBP function focuses on:

- **Local HR support** - providing your team with on-the-ground assistance for HR processes, policy clarity, and issue resolution.
- **Cultural alignment** - reinforcing your company values, expectations, and communication rhythms across the offshore team.
- **Professional development** - enabling team growth through coaching, career pathing, workshops, and capability-building initiatives.
- **Retention and continuity** - creating the right environment for your people to stay, grow, and perform over time.
- Your Iași team stays under your direction but is supported by a local partner who makes the structure work.

"In Iași we place equal weight on capability and culture. My role is to create the conditions where teams feel supported, stay engaged, and deliver lasting performance for our clients."



Adriana Cocieru

HR Business Partner, Potential Iași

Your Iași Account Managers: From Setup to Scale

Potentiam's Account Managers in Iași oversee the full process from setup through to scale. They ensure your team is not only integrated but able to operate confidently across UK and pan-European markets.

We work with you to:

- **Translate scope into action** – confirming role profiles, timelines, and alignment with your operating model.
- **Oversee onboarding** – ensuring your team is equipped with the right tools, access, training, and communication rhythms from day one.
- **Embed your ways of working** – across processes, reporting, stakeholder management.
- **Track and manage performance** – reviewing delivery quality and productivity regularly.
- **Resolve challenges early** – surfacing issues quickly and acting fast to keep things on track.
- **Support growth and change** – advising on structure, additional roles, or process refinements as your needs evolve.

Potentiam's Iași account managers act as long-term partners, helping you build teams that are structured, supported, and designed to perform seamlessly in a European context.



"Every team we build in Iași is designed to integrate into the client's rhythm. Our role is to make sure structures, expectations, and support are in place so the team can perform from day one."



Laurika Du Preez
Account Manager, Potentiam



"In Iași we see teams thrive when they feel aligned to both culture and capability. We stay close to ensure delivery, development, and client priorities are always moving in step."



Jill Hendricks
Account Manager, Potentiam



Potential Talent & Acquisition - Led by Gabriel Lichentanu

Gabriel leads the team responsible for sourcing and selecting talent for Potential's clients in Iași, with a focus on building high-quality pipelines across finance, IT, engineering, and multilingual services.

His team focuses on:

- **Context-first hiring** – every search begins with a clear understanding of the client's culture, working style, and technical environment.
- **Selective sourcing** – combining targeted headhunting with active market mapping to reach the right talent, not just the available talent.
- **Structured evaluation** – candidates go through multi-stage screening focused on capability, problem-solving, and communication skills.
- **Seamless handover** – once the right hire is confirmed, the team works closely with Account Managers to ensure a smooth transition into setup.

Gabriel and his team ensure the people brought into the pipeline are ready to operate as fully embedded team members – capable, aligned, and able to contribute from day one.



"Iași offers a deep pool of skilled professionals. Our job is to identify the ones who not only meet the technical brief but also align with our clients' culture and ambitions."



Gabriel Lichentanu

Head of Talent Acquisition, Potential Iași

Working at Potentiam's Offices in Iași

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.

From strolling through the Palace of Culture and exploring centuries-old monasteries, to enjoying vibrant cafés, local cuisine, and the nearby vineyards of Moldavia, Iași offers a unique mix of tradition and modern life that makes every visit memorable.



Engagement That Feels Local, Even When It's Offshore

Embedded teams work best when they feel connected. At Potentiam, we don't just provide the infrastructure; we create the conditions for meaningful engagement.

Beyond the day-to-day, we help you build the kind of connection that drives long-term performance and integration.

What Engagement Looks Like

- **Real-time collaboration**

Daily stand-ups, planning sessions, and check-ins. Your offshore team works in sync with your onshore team.

- **In-person visits**

Many clients visit Cape Town for onboarding, planning, or face time with their team. We make those visits easy and productive.

- **Team-building and connection**

From dinners and celebrations to social events. We create space for your team to connect and recharge.

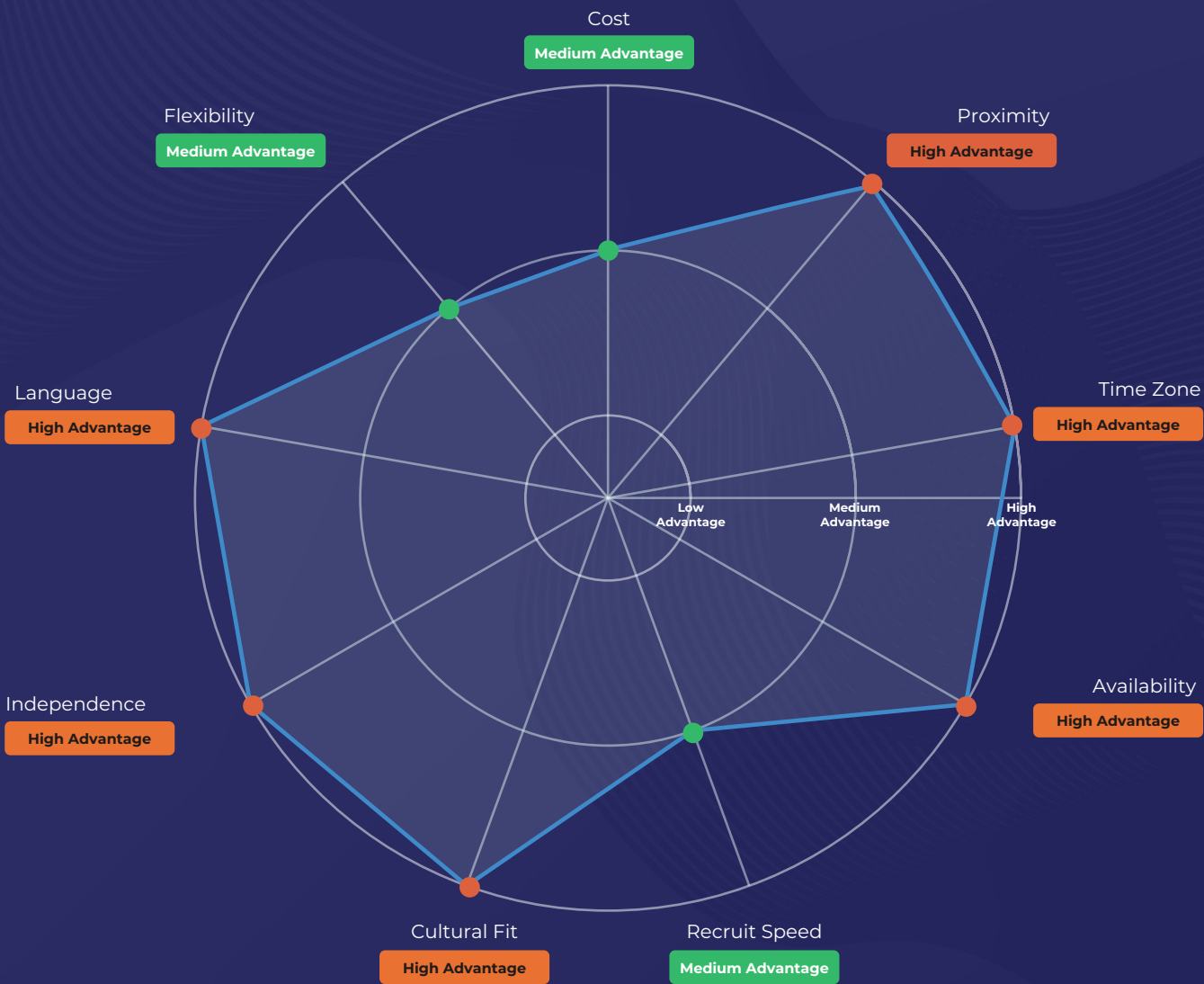
- **Recognition and growth**

You define the path. We support it with local infrastructure that enables progression, recognition, and development.



How Iași Scores

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



How Iași Scores

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	Potentiam builds permanent, embedded teams in Iași 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	Iași offers exceptional English proficiency alongside multi-lingual coverage in French, German, Italian, and other European languages , ensuring clarity in communication and reach across markets.
Independence	Iași 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 Iași typically take 4-6 weeks to fill, compared to 6-12+ weeks in the UK for many functions. Faster and more predictable.
Availability	Iași's universities and established talent base provide strong pipelines across finance, IT, engineering, compliance, and multilingual services.
Time Zone	Operating on GMT+2, Iași is 2 hours ahead of the UK , enabling real-time collaboration, daily stand-ups, and same-day turnaround.
Proximity	Direct flights connect Iași with London and major European hubs. Visa-free travel for UK nationals supports ease of access.

About Potentiam:

With a dedicated local HR partner in each region, Potentiam supports expanding talent pools in Iași, Romania. Our expert advisors plan, structure, build, integrate, and manage international teams, allowing businesses to grow confidently.

Potentiam connects you to top-tier talent at lower costs, backed by comprehensive in-country support. With a proven track record across sectors like professional services, IT, data analysis, energy, IT security, research, and SaaS, Potentiam is a trusted partner for offshore success.

Potentiam's HR business partnership means companies can manage their own teams whilst Potentiam take on the risk of local employment, HR and office support.



