

## DISCOVER EPP PULSE - JOURNAL OF PRICING & RGM

*Empowering the Pricing & RGM Community with Actionable Knowledge*

### WELCOME

#### EDITOR-IN-CHIEF



**Camelia Levintza, MBA, CPP**

*Editor-in-Chief, EPP PULSE – JOURNAL OF PRICING & RGM*

*Business Strategy & Value-Based Pricing, LEVINTZA CONSULTING*

Camelia Levintza, MBA, CPP has strong marketing, sales, and communication background with substantial experience in brand management, go-to-market strategy, corporate communication, leadership & change management, and business development. She has worked in Marketing & Communication agencies, Broadcasting Media, FMCG, Hospitality, Retail & Convenience Shops, and Business Management Consulting.

Camelia launched brands and drove creative brand-awareness campaigns, adopting a story-telling approach, and built and guided successful sales & marketing teams. Combining a practice-oriented manner and academic approach, she is consulting clients in business strategy and value-based management.

She recently graduated with distinction from the Executive MBA program at the University of Strathclyde Business School. Her academic research project won the prestigious "Dean's Commendation" award by delivering a practice-oriented framework covering an end-to-end roadmap for implementing the value-based pricing strategy in the B2B industrial market.

Camelia also holds a Bachelor of Cinematography and Television in Audio-Visual Communication from UNATC Bucharest, Romania.

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### ***Welcome to our new online pricing publication, EPP Pulse - Journal of Pricing and RGM.***

As Editor-in-Chief, I am delighted to introduce this exciting initiative that demonstrates our commitment to serving the global pricing and revenue growth management community.

In today's fast-paced business environment, staying connected and sharing expertise is more important than ever. EPP Pulse is designed to facilitate both aspects, offering relevant content for our community while simultaneously creating opportunities for you to contribute with your own experiences and insights. By bringing to light successful practices and strategies, EPP Pulse fosters expertise exchange, strengthens connections among pricing professionals and engages the community in dialogue and content sharing.

Each edition of EPP Pulse will feature actionable insights, market monitoring, and relevant success stories tailored to the needs and interests of the pricing and RGM community. Additionally, we will feature expert interviews with senior professionals who will share their wisdom on hot topics of significant interest to our community.

We warmly invite and encourage you to participate in EPP Pulse as both a reader and a contributor. Get involved by providing feedback, making suggestions, and exchanging expertise. Your active engagement in shaping this publication is essential for making it a valuable resource for our community.

In recognition of our commitment to the community, the first three editions of EPP Pulse will be open-access for all readers. Starting with the fourth edition, full content will be accessible to paying EPP Prime subscribers, while the articles' abstracts and the editorial will remain available for open access.

Join us on this exciting journey as we launch EPP Pulse, creating a thriving community where we can share, learn, and grow together. We eagerly anticipate your active participation in shaping our publication and contributing to our collective future.

Warm regards,

***Camelia Levintza, MBA, CPP***

*Editor-in-Chief*

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