



## INTERVIEW WITH FLORIAN STINCA

DIGITAL MARKETING SPECIALIST



### FLORIAN, WOULD YOU BRIEFLY INTRODUCE YOURSELF?

I'm 27 years old and the proud Dad of three cats.

### HOW LONG HAVE YOU WORKED AT IRIS?

I've been with IRIS since July 2021, so, about a year!

### WHAT'S YOUR ROLE IN THE COMPANY?

I currently work as the Digital Marketing Specialist for the distribution division. In other words, I am kind of the toolkit whenever something needs to be done on the web.



### WHICH THREE WORDS BEST DESCRIBE YOU?

Joyful, tenacious, direct.

### WHAT DO YOU LIKE BEST ABOUT YOUR JOB AT IRIS?

I really like the multi-faceted nature of the job. Digital marketing being what it is, you don't find yourself doing the same thing every day; that just doesn't happen. Wearing so many different hats is what I love about my job.

### WHAT IS THE GREATEST LESSON YOU HAVE LEARNT SO FAR IN YOUR CAREER?

Empathy is the most important thing.

### WHAT IS THE MOST IMPORTANT PROJECT YOU WILL WORK ON WITH YOUR TEAM THIS YEAR?

The release of Readiris Dyslexic! Innovative software that requires us to address a very specific target with very special needs.

### WHAT MOTIVATES YOU TO GET UP AND GO TO WORK EACH MORNING?

Definitely my colleagues.

The human interaction at IRIS is really great, and it's something essential to me in my daily life, both personally and professionally.

### WHAT ARE YOUR EXPECTATIONS FOR THE NEXT TWELVE MONTHS?

To learn about the new trends in order to apply them to the various actions and solutions we offer. It's an ongoing task that requires keeping a watchful eye at all times.



## CONTACTS

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## ABOUT US

Image Recognition Integrated Systems (I.R.I.S.) is a leading provider of 'Content to Process' technologies'. I.R.I.S. offers solutions for automatic invoice and order processing, HR and supplier records as well as case management in legal, healthcare, and finance sectors.

I.R.I.S. provides technologies and solutions that capture data and information contained in documents, which are relevant to business processes. The goal is to make the data easily available while reducing operating costs.

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