

Wolt announces leadership change for Romania to drive next phase of local growth

Wolt, the local commerce platform that connects users with their favorite restaurants and stores in their cities, today announced an evolution of its leadership structure in Romania.

As part of a broader regional strategy to streamline operations and enhance local impact, Alexandru Ștefan, Head of Account Management, is expanding his role by taking on the added responsibility of Country Lead for Wolt Romania. This transition ensures business continuity while positioning a strong leader at the forefront of Wolt's ambitious growth plans in the Romanian market.

A proven leader for a maturing market

Alexandru Ștefan is a well-known figure within the Romanian business landscape, bringing nearly 20 years of experience in high-level commercial and leadership roles. Having been a cornerstone of the team for almost three years, Alexandru has been instrumental in scaling the platform's merchant network and deepening partnerships across the country.

"Alexandru brings a powerful combination of operational depth, strategic clarity, analytical rigour and a partner-first mindset," said Matko Katanec, Head of Marketplace for Central Europe at Wolt. "He has been a vital part of our success in Romania since 2023. We are confident that under him, Wolt will continue to strengthen its local presence, offering even greater value to our customers, couriers, and the thousands of businesses we support."

Continuity and stability

The structure is designed to keep Wolt's local operations agile and closely aligned with the company's global innovation engine. By appointing a leader from within the existing core team, Wolt guarantees that current processes, merchant relationships, and the high standard of service that Romanian users expect will remain seamless.

“I am honored to step in at such a pivotal moment for Wolt in Romania,” said Alexandru Ștefan. “My focus is clear: to build on the incredible foundation we’ve established and to ensure Wolt remains the most reliable partner for local commerce. We have a talented team here, and our commitment to the Romanian market - our partners, our customers, and the cities we serve - is stronger than ever.”

Growth in Romania

Wolt operates in 34 cities, including Bucharest, Cluj-Napoca, Timișoara, and Iași. This leadership evolution reflects Wolt’s transition from a growing startup to a mature market leader dedicated to long-term sustainability and local economic impact.

About Wolt

Wolt is a local commerce platform headquartered in Helsinki, with a mission to build technology that brings joy, simplicity, and opportunity to neighborhoods around the world. Wolt connects people who want to order food, groceries, or other goods with those who want to sell and deliver them.

To make this possible, Wolt develops a wide range of technologies – from logistics solutions to retail software, financial services, and its own grocery stores under the Wolt Market brand.

Wolt was founded in 2014 and joined DoorDash in 2022. Together, DoorDash, Wolt, and Deliveroo (acquired by DoorDash in October 2025) operate in over 40 countries. In Romania, Wolt has been active since May 2025 and is now present in 34 cities and surrounding areas, including: Bucharest, Timișoara, Cluj-Napoca, Brașov, Iași, Sibiu, Craiova, Bacău, Pitești, Arad, Galați, Constanța, Oradea, Târgu Mureș, Ploiești, Suceava, Focșani, Botoșani, Baia Mare, Deva, Satu Mare, Vaslui, Râmnicu Vâlcea, Brăila, Alba Iulia, Buzău, Târgoviște, Piatra Neamț, Sfântu Gheorghe, Reșița, Slatina, Drobeta-Turnu Severin, Târgu Jiu, and Zalău.

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