

## MYKOLA BIEDIN

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Swiss work permit type B



### SUMMARY

- International business development specialist with healthcare and biopharmaceutical industries experience
- Proven track record of initiating and building positive relationships to secure long-term contracts.
- Strong focus on the positive client experience, sales increase, solution-oriented with high attention to details

### WORK EXPERIENCE

**Export Area Sales Manager**, Saniswiss SA, Geneva, Switzerland

Jun 2022 –present

- Successful managing sales and business development processes of infection prevention hygiene solutions across Middle East and Gulf regions countries as follows: Iraq, UAE, Qatar, Bahrain, Kuwait, Saudi Arabia, Oman
- Successful launching sales and business development of infection prevention hygiene solutions across new CIS countries: Azerbaijan, Kyrgyzstan, Uzbekistan, Kazakhstan, Tajikistan
- Market's strategy forming & implementation
- Successful launching new IPC products in markets of the responsibility
- Forming & implementation of sales plan
- Conducting product's trainings for existing and new customers as well as for IPC KOLs
- Development of close cooperation with representatives of the C-level management of the Ministry of Health's, MOH Tender Authorities of the countries of my responsibility
- Collaboration with Swiss Embassies in the countries of my responsibility during the promotion process of IPC products
- Business trips and trade missions arranging, international healthcare exhibition participating
- Managing 3 members of back-office team

#### **Key achievements:**

- Led the process of export sales account up to 3 million EUR across markets of the responsibility
- Coordination of IPC products trading export transactions with more than 15 counterparties
- 4 new agreements signed with biggest CIS & Middle East counterparties signed
- Achieved 20% sales budget increasing by CIS portfolio new products market implementation

**Business Development Manager**, 3Shape, Kyiv, Ukraine

Dec 2021 – Jun 2022

- Managing dental design CAD/ CAM software sales process in EU markets as Germany, Austria, Netherlands, Switzerland, United Kingdom
- New markets & customers searching
- Forming & implementation of sales plan
- Elaboration of marketing and sales strategy together with responsible departments

**Key achievements:**

- Coordination of CAD/ CAM dental design software process across North Europe, DACH with more than 20 dental labs and clinics
- Initiated and completed full marketing and sales strategy for Switzerland dental market

**Export Sales Manager, Biopharma Plasma LLC, Kyiv, Ukraine**

Jun 2018 – Oct 2021

- Change management
- Direct and indirect potential clients search for human plasma protein products (Albumin, Immunoglobulin) in Balkan Europe, Middle East, Central and West Africa
- Market researcher for possibilities to enter the market with a full understanding of registration procedure.
- Negotiation with partners and potential clients
- The full cycle of sales: commercial strategy, then agreement part, control and preparing documents for registration procedure finishing by control with logistics chain
- Manage export account, developing and maximization of all sales opportunities
- Taking part in tenders and updates for tender information
- Looking for opportunities for without registration tender sales in not registered counties (Poland, Serbia, Turkey, Qatar, Bahrain, Oman, rest of Africa)
- Participation in the development of the company's strategy and new products
- Organization of trade missions and participating in them (Egypt, Nigeria, UAE, Tanzania, Uganda etc.)
- Managing of expanding the marketing representation, stands arranging at such pharmaceutical exhibitions as CPHI Worldwide 2018 in Madrid, CPHI Worldwide 2019 in Frankfurt, CPHI Africa 2019, Arab Health 2019, 2020 in United Arab Emirates
- Direct communication with Embassies, Ministries of Health
- Regulatory affairs dossier process managing in collaboration with responsible RA department
- Preparation of commercial presentations

**Key achievements:**

- Led the process of export sales account up to 11 million EUR across markets of the responsibility
- Sales budgeting increasing for up to 200% by finding new distributors across Balkan Europe, Middle East, Central and West Africa
- 15 new exclusive agreements signed with biggest local pharmaceutical distributors signed
- Successful process implementation of new regulatory eCTD software system installation inside the company for new markets expanding and dossiers submission in Ministries of Health's
- Led the process of marketing strategy implementation across countries of responsibility and international exhibition stands arranging by signing agreements with performing companies as Informa Markets
- Led the process of NUPCO Saudi Arabia, United Nations (UNRWA) biggest Middle East tenders' annual supplies of human normal immunoglobulin

**FREELANCE PROJECTS****Export Advisor, Novofarm-Biosyntez LLC, remote**

Nov 2021 –present

- Led the process of the formation of a strategy for the promotion of products in the countries of the Middle East and Balkan Europe for the Ukrainian well-known local manufacturer of hospital solutions for infusions
- Successful arranging of the positive opinions of KOLs in Middle East, Balkan Europe countries, because of promoting the increase in product sales and bringing new unique ones to the market
- Assistance in the process of finding the best distributors for hospital solutions for infusions, parenteral usage products in the countries, launching the markets from scratch

**Key achievements:**

- Assistance in the process of 5 new international agreements signing, drugs supply start

**EDUCATION**

2018 BA in Biomedical engineering, National Aviation University, Kyiv, Ukraine

**KEY SKILLS**

Details oriented international sales professional with strong organizational and time management skills, experienced in change management and solving problems. Passionate and enthusiastic, good team player with excellent communication skills. Able to work in a diverse, multicultural environment with strong appetite to learn and deliver the best results

**TECHNICAL SKILLS AND LANGUAGES**

PC literacy – Microsoft Office (MS Word, MS Excel, MS PowerPoint, MS Outlook, Power BI), Adobe Acrobat Reader, 1C, SAP, Zendesk, Pandadoc, Bitrix

Languages: Fluent in English, German, Ukrainian, Russian; conversational French, Spanish

**INTERESTS**

Radio control cars driving, travelling, reading, skydiving, learning