

HANIE JOBS

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Profile

Sales Intelligence manager with a proved capability of meeting business requirements, introducing new approaches to old or not optimal processes in sales, operations and reporting. Looking for a position in foreign/Russian company with broad responsibilities in analytics/strategy/commercialization functions

Work experience

11/2016 – present

Regional Sales Intelligence Manager

PepsiCo, Moscow, Russia

Manage a team of 5 analytics in direct report.

- Performed a reorganization of Sales Intelligence structure within a region.
- Introduced new reporting pack that covered standard and non-standard KPIs and provided sales teams with new detailization using minimum reports (reduced from 13 to 4 reports)
- Ensured a smooth transition to new reporting processes for all key users.
- Established a clear data-flow process between SI team and sales, marketing, finance teams
- Developed new planning tools for LKA and TT channel that allowed managers to forecast next periods based on a clear set of drivers
- Introduced new regular presentations to control main projects within region
- Introduced a procedure of Distributors monitoring and then aligned it across all regions

07/2016 – 11/2016

Sales Operations Project Manager

PepsiCo, Moscow, Russia

Was promoted as a project manager to launch a new GTM in Moscow and develop a toolkit for other cities:

- Managed an implementation of a project map through a cross-functional team
- Modernized reporting processes and tools for results monitoring
- Developed and launched a tool for optimal coverage modelling for all 'roll out' cities
- Developed methodologies for several regional and national motivation programs
- Organized the biggest Field day in company to promote and introduce new GTM in Moscow
- Reported detailed analysis of project results to top-managers and introduced fine-tuning scenarios to provide cost reduction by 3% with a proved 10% uplift
- Applied an expertise to develop a new GTM parameters for a Traditional channel

06/2015 – 07/2016

Sales Operations Business Process Specialist

PepsiCo, Moscow, Russia

Was assigned for a testing of new Go-To-Market model in the biggest region.

1. Performed a complete analysis of current coverage to build AS IS and TO BE models (incl. scenario analysis) for management steering committees
2. Introduced new methods for KPIs measurement and developed a methodology for a progress monitoring
3. Structured and performed analysis and primary research that revealed main model issues and generated insights about project efficiency and additional opportunities for improvement
4. Calculated business cases for a launch of new GTM in Moscow and 7 regions

05/2014 – 06/2015

Junior Consultant at a Department of Strategic Development

IBS

Main responsibilities:

- Provided analysis of current situation of client's business (orgstructure, employee policy, supply chain). Build business process models "AS IS", "TO BE" (using ARIS tool);
- Conducted market research, interviews with clients and proposed appropriate strategic and IT solutions (technical requirement) for client's business;
- Assisted in a development of Russian Informational System (ГИСП Промышленность) for an Industry Monitoring for the Ministry of Industry
- Nominated as "the best first-year consultant of a department"

Education

09/2013 – 07/2015

Corporate University of IBS group

Institute of Business Software Applications, Moscow, Russia

Master's degree in Applied IT. Certified Project Manager (Level D, IMPA)