

Commercial Director (NOC 0114)

PROFILE

- Effective team player with the ability to collaborate with cross-cultural teams and interact with all organizational layers.
- Superb communication and interpersonal skills, apt to work with non-technical team.
- Extremely goal-oriented, always willing to step up and able to think on the fly.
- Exceptional adaptability, flexibility and faculty to hit the ground running.
- Accessible leadership with an outstanding work ethic.
- Ready for relocation to Canada by any Immigration program.
- Russian language – Native language.
- English language –Pre-intermediate.

RELEVANT PROFESSIONAL EXPERIENCE

Individual Entrepreneur

Director (06.2017 – up to date)

- Develop and execute the company's business strategies in order to attain the goals of the board and shareholders
- Provide strategic advice to the board and Chairperson so that they will have accurate view of the market and the company's future
- Prepare and implement comprehensive business plans to facilitate achievement by planning cost-effective operations and market development activities
- Ensure company policies and legal guidelines are communicated all the way from the top down in the company and that they are followed at all times
- Communicate and maintain trust relationships with shareholders, business partners and authorities
- Oversee the company's financial performance, investments and other business ventures
- Delegate responsibilities and supervise the work of executives providing guidance and motivation to drive maximum performance
- Read all submitted reports by lower rank managers to reward performance, prevent issues and resolve problems
- Act as the public speaker and public relations representative of the company in ways that strengthen its profile
- Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth

Breeding Plant Origins LLC

Commercial Director (10.2016 – 06.2018)

- Develop and implement commercial strategies according to company goals and objectives aiming to accelerate growth.
- Conduct market research and analysis to create detailed business plans on commercial opportunities (expansion, business development etc.).

- Understand the requirements of existing customers to ensure their needs are being met.
- Act to acquire new customers and manage client relationships (new and existing).
- Collaborate with and coordinate diverse teams (marketing, sales, customer service etc.).
- Build and maintain profitable partnerships with key stakeholders.
- Monitor performance of commercial activities using key metrics and prepare reports for senior management.
- Assist in setting financial targets and budget development and monitoring.
- Perform market research and analyze threats and opportunities.
- Implement new customer acquisition strategies.
- Manage existing client relationships.
- Collaborate with, coordinate and train diverse teams such as marketing, sales and customer service
- Establish and manage long-term relationship with stakeholders.
- Understand the requirements of existing customers.
- Track, measure and analyze commercial metrics using KPIs.
- Manage and track expenditures, financial goals and budgets.

Achievements

- Optimized the processes of commercial activity.
- Revision of the product range: launch of a new brand "Artemovskaya poultry farm", release of new products Semi-finished products, expansion of the range of sausage and boiled-smoked products.
- Development of a line of dairy products (milk, cottage cheese, butter), change of packaging for chilled products.
- Development of sales channels: own retail network (network growth from 16 to 44 points), conclusion of contracts with retailers: Merchant, Deli, Tape, Magnet, Coin, Pyaterochka.
- Optimized the business processes of the company.
- Creation of a new legal entity and transfer of business.
- Resolution of accounts payable issues.
- Implementation of a business planning and budgeting system.
- Introduction of a tender system for the procurement of goods and service.
- Formation of a sales department, building its work processes, training managers.
- Creation of your own fleet: repair and purchase of equipment.
- Optimization of warehouse processes: storage, accounting, shipment.
- Withdrawal of the trading network into a separate legal entity, the construction of all work processes, the formation of a team
- Revision of the accounting system.
- Implemented a number of construction projects:
- Construction of new workshops of the poultry farm.
- Reconstruction of processing production.
- Ensured the fulfillment of key indicators: the withdrawal of the company from losses to profit indicators - 12%.

IntegralLLC

Director (09.2014 – 09.2016)

- Developing and executing business strategies to achieve short and long-term goals.
- Reporting to the board, providing market insights and strategic advice.
- Developing and implementing business plans to improve cost-efficiency.
- Maintaining positive and trust-based relations with business partners, shareholders, and authorities.
- Overseeing the company's business operations, financial performance, investments, and ventures.

- Supervising, guiding, and delegating executives in their duties.
- Ensuring company policies and legal guidelines are clearly communicated.
- Assessing, managing, and resolving problematic developments and situations.
- Building and enhancing the company's public profile at events, speaking engagements, etc.

Achievements

- Organized the work of the company "from scratch" and ensured its development, annual turnover of 85 million rubles.
- Implemented a number of construction projects, for example, major repairs of the workshop of a manufacturing enterprise.

UK Lite LLC

Commercial Director(10.2013 – 09.2014)

- Development of an enterprise development strategy.
- Ensuring the implementation of key indicators.
- Development and control of budget execution.
- Sales and logistics management.
- Development of new areas of activity
- Identifying opportunities to expand business through mergers, partnerships and new markets
- Developing accurate project bids with the help of other departments
- Agreeing to timescales, costs and resources for a project
- Creating plans for each stage of a project
- Negotiating with suppliers and contractors
- Constantly monitoring progress, quality and costs
- Reporting regularly to executives about project progress.

Achievements

- Optimized the product range: withdrawal of unprofitable positions, expansion of the range, change of packaging of products.
- Optimized sales processes
Active development of its own retail network (up to 150 outlets);
- Changing the network format from counter to self-service;
- Conclusion of contracts with networks: Lenta, Metro, Coin, Verry;
- Implementation of a sales planning system;
- Implementation of periodic inventory in the warehouse.
- Ensured the fulfillment of key indicators - the withdrawal of the enterprise from losses to profit indicators.

Nizhny Tagil poultry Farm LLC

Head of Marketing and Sales Department (10.2010 – 10.2013)

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
- Prepare and manage monthly, quarterly and annual budget for the Marketing department
- Set, monitor and report on team goals
- Design branding, positioning and pricing strategies
- Ensure your brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)

- Analyze consumer behavior and determine customer personas
- Identify opportunities to reach new market segments and expand market share
- Craft quarterly and annual hiring plans
- Monitor competition (acquisitions, pricing changes and new products and features)
- Coordinate sales and marketing efforts to boost brand awareness
- Participate in the quarterly and annual planning of company objectives
- Promoting the company's existing brands and introducing new products to the market.
- Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Gathering, investigating, and summarizing market data and trends to draft reports.
- Implementing new sales plans and advertising.
- Recruiting, training, scheduling, coaching, and managing marketing and sales teams to meet sales and marketing human resource objectives.
- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.

Achievements

- Ensured the development of sales, an increase in sales by 3 times due to the introduction of various packaging of chicken eggs, the conclusion of contracts with networks: Pyaterochka, Magnet, Coin, Faithful, the development of the direction of a large wholesale in the territory of the Russian Federation.
- Optimized business processes:
- Formation and increase of the sales team;
- Organization of warehouse operation, setting up all processes of accounting, reception, storage, shipment.

TD Marco Polo LLC

Territorial Sales Manager (05.2008–09.2010)

- Traveling throughout unassigned territory to train and guide company sales representatives.
- Maintaining solid working relationships with customers by ensuring that their needs are met and resolving complaints in a timely manner.
- Continually meeting or exceeding sales targets by persuading customers within an assigned territory to purchase company products and services.
- Analyzing sales and marketing data to determine the most effective sales and marketing techniques.
- Developing innovative sales strategies to increase sales within an assigned territory.
- Conducting surveys to better understand customer needs.
- Attending trade shows to promote company products and services.
- Ensuring that brand awareness within an assigned territory meets company expectations.
- Motivating Sales Representatives to achieve sales quotas and evaluating their performance based on their ability or inability to achieve sales quotas.
- Monitoring competitors' sales activity within an assigned territory.
- Act as a point of contact for existing and potential customers within assigned territory.

- Identify local business opportunities and challenges.
- Report on regional sales results (weekly, monthly, quarterly and annually).
- Present our products and services to prospective customers.
- Identify customer needs and recommend product solutions.
- Work closely with salespeople and other internal teams to meet individual and group sales quotas
- Answer customer questions about features, pricing and additional services.
- Cross-sell products, when appropriate.
- Collaborate with sales representatives from different territories to share best practices and support a cohesive sales approach.

Achievements

- Ensured the development of sales almost "from scratch", concluded about 100 contracts for the supply of products.
- 15-fold increase in sales

Courses

Stepik: Web development for beginners: HTML and CSS	(2023)
Stepik: SQL Basic	(2023)
Stepik: Advanced SQL	(2023)
Stepik: Database design	(2023)
Stepik: Python Generation: Beginner's Course	(2023)
Stepik: Python Generation: Advanced Course	(2023)
Stepik: Python Generation: Professional Course	(2023)
Stepik: Python Generation: OOP (Object-Oriented Programming)	(2023)
Geek Brains: Basic programming course	(2022)
Geek Brains: Workshop: Writing the first Python program	(2022)
Geek Brains: Test drive of IT professions	(2022)
Geek Brains: Career Workshop	(2022)
Geek Brains: The task before the start	(2022)

EDUCATION

University degree in Crisis management field (2011)

Ural Federal University, Russian Federation.

ADDITIONAL INFORMATION

- **Languages:** English, Russian.
- **Hobby:** Nature, travelling.