



Katia Sumets

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[Linkedin](#)

Skills

- Customer Relationship Management
- Creative Problem Solving
- Ability to Multitask
- Leadership
- Communication

Languages

- English
- Spanish
- Russian
- Italian

Profile

Client Relationship and Sales Professional with over 13 years of expertise in premium client management across multinational projects, consistently driving growth and exceeding sales targets. Skilled in developing and executing strategic plans to enhance client engagement and retention on an international scale. Known for building strong, long-term relationships with high-profile clients from diverse cultural backgrounds through effective communication, negotiation, and a deep understanding of their needs. My experience in the banking sector has honed my client management skills, enabling me to deliver premium service standards and build robust customer relations across various industries.

Employment History

Director of Sales And Business Development, Technopeak, Dubai

February 2021 — January 2023

Madrid, Dubai, Spain, (remote)

Responsibilities:

- Drove sales and client acquisition for a CRM integration company, developing and executing marketing strategies that strengthened client relationships and contributed to business growth.
- Built and maintained strong relationships with key clients, providing tailored solutions and ensuring consistent communication.
- Led initiatives to improve customer experience and satisfaction by addressing client needs and enhancing service quality.

Key Achievements:

- Boosted client satisfaction by 12%, leading to a 20% increase in repeat business.
- Strengthened client loyalty through effective problem-solving and a commitment to top-tier service standards.
- Increased client retention rates by 15% through direct communication practices and consistently delivering on client expectations.

Head of Sales and Service Coordination Department, Raiffeisen Bank, Vienna

May 2014 — January 2020

- Vienna, St.Petersburg, Austria, Russia (cross-border projects)

Responsibilities:

- Drove large-scale sales initiatives across a retail branch network, developing strategies that boosted revenue and enhanced the overall customer experience.
- Managed and coordinated 6 project teams, guiding project managers in setting and achieving ambitious sales targets across various regional markets.
- Led a major bank integration project following an acquisition, overseeing seamless integration processes and aligning team efforts with organizational goals.

Key Achievements:

- Increased revenue by 18% through targeted sales strategies and customer-focused initiatives across the branch network.
- Improved customer satisfaction scores by 15% by implementing enhanced service protocols and a consistent customer experience strategy.
- Successfully led post-acquisition integration, maintaining operational stability and achieving a 87% customer retention rate during the transition.

Head of Premium Customer Service Department, Raiffeisen Bank, Saint Petersburg

November 2008 — May 2014

Responsibilities:

- Headed the premium client division, managing relationships with high-net-worth clients and ensuring the delivery of personalized financial solutions to meet their unique needs.
- Oversaw a team of 50 professionals dedicated to providing exceptional service and cultivating strong, lasting client relationships.
- Developed and implemented strategies to expand the premium client segment, focusing on customer retention and satisfaction.

Key Achievements:

- Tripled the premium client base in my region, significantly increasing market share within the high-net-worth segment.
- Boosted client loyalty by 25%, strengthening long-term partnerships and enhancing the bank's reputation as a trusted financial advisor.
- Improved team performance by 30% through targeted training and service excellence initiatives, driving exceptional service standards across the division.

Education

**Master's Degree in International Economics, State University of
Aerospace Instrumentation, St. Petersburg**

September 1999 — May 2004

Graduated with a Specialist Degree in Economics, with a focus on the management and financial operations of aerospace enterprises.