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## SUMMARY

Customer-focused sales professional with over 15 years' experience in international trade, retaining top accounts and growing profit channels.

## SKILLS

- Excellent communication skills
- Cross-cultural sales background
- Stakeholder relationship management
- Customer retention strategies
- B2B complex project negotiations
- Bilingual in English and Russian

## ADDITIONAL INFORMATION

- Open to offers for entry level positions in wine related industries.
- Full or part-time work

# Katia Sumets

## EXPERIENCE

February 2021 - February 2023

**Executive Director Technopeak Iberia & Latam (CRM-systems) |**  
Madrid, UAE

- Boosted customer base, acquiring new customers and identifying needs to deliver relevant products.
- Oversaw complete sales cycle process from prospecting through contract negotiations and close.
- Developed strategic plans based on market research and industry trends.
- Formed and sustained strategic relationships with clients.
- Negotiated with contractors and vendors to provide cost friendly contracts.

May 2014 - January 2020

**Head of Sales and Service Coordination Department Raiffeisen Bank |** Vienna, Saint-Petersburg, Austria, Russia

- Operated various CRM systems to effectively manage and monitor sales data, including Salesforce and Pipedrive.
- Cultivated long-lasting client relationships by proactively contacting them, networking and providing hard-to-miss loyalty promotions on products.
- Used persuasive and compelling negotiation expertise to obtain best deals with key accounts.
- Designed a wide range of strategic plans, including growth, sales and marketing plans to ensure business reached monthly targets.

March 2008 - May 2014

**Head of Premium Customer Service Department Raiffeisen Bank |**  
Vienna, St. Petersburg, Austria, Russia

- Led 5 sales teams of 20 people each.
- Managed Sales Strategy Planning
- Prepared Team Strategy and Performance Reviews
- Engaged in negotiations and finalized investment agreements with key clients.
- Exceeded goals through effective prioritisation and consistent work ethic.
- Diffused challenging situations using conflict management techniques.

## EDUCATION


2024

**Spanish Wine Scholar certificate |** Wine industry standards  
Wine Scholar Guild

2024

**A-Levels |** Tourism and Trade Specialist  
Rioja Wine Academy, Rioja, Spain

2004

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Economics

State University of Aerospace Instrumentation, St. Petersburg, Russia

- Economics Master Graduate