

# IVAN DOBROVOLSKYI

Business Development Leader | Multi-Channel Sales Strategist

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## Professional SUMMARY

Adaptable and results-driven **VP of Business Development, Partnerships & Affiliate Marketing with 8+ years of experience** scaling B2B revenue through multi-channel strategies, global alliances, and performance-driven affiliate programs. Proven ability to drive international expansion across 88+ countries, negotiate high-value contracts, and grow affiliate revenue to 17% of total company income.

Skilled at creating synergy between BD, partnerships, and affiliate ecosystems to maximize LTV, reduce CAC, and unlock exponential growth.

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## Core COMPETENCIES

- Strategic Partnerships & Licensing Deals
  - Global Business Development & GTM
  - Affiliate Marketing & PartnerStack Automation
  - Enterprise Sales Negotiations
  - CRM Stack: Salesforce, HubSpot, Intercom, Pipedrive
  - Revenue Forecasting & KPI Reporting
  - M&A, White-Label, and Co-Branded Solutions
  - Channel Growth & Program Management
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## Professional EXPERIENCE

*VP Sales and Marketing, May 2016 – Present Day*  
WebCEO, Sheridan, WY, USA (Remote)

[WebCEO.com](#)

- Created and staffed a sales department to increase the conversion of b2b users. **In the first year, the conversion increased by 72%.**
- Secured contracts with four strategic regional partners covering Israel, Asia, South Africa, and Latin America, expanding sales and marketing reach as a testament to the ability to identify and cultivate new business opportunities in the BDM position.
- Strategically revitalized the affiliate program, achieving an impressive **20% increase in affiliate visitor conversion**, translating to a substantial uptick in revenue from affiliate-driven sales.
- Inspiration and management of sales, marketing, support, and retention departments.
- Developed strategies and KPIs, setting current and long-term goals for the entire marketing team.
- Control over metrics and create reports on the actions of departments and the financial success of the marketing department.
- Direct participation in closing deals, increasing user loyalty, and meeting the needs of VIP users.

*Sales Lead Manager, Feb 2015 – May 2016*  
Video Security, Moldova, Chisinau

[videosecurity.md](#)

- **Closed \$100K+ B2B deals** and built a scalable PPC-based lead funnel.

- Established an automated sales funnel through dynamic landing pages and PPC, demonstrating a strategic mindset in expanding revenue streams as outlined in the SDR responsibilities.
- Successfully negotiated and finalized international contracts, managing customs documentation, highlighting effective communication and negotiation skills required for the SDR.
- Managed end-to-end project implementation, showcasing a proactive and results-driven approach aligned with the Sales Lead Management role.

*Cofounder, franchisor, Feb 2013 – Jan 2015*

[chibox.md](http://chibox.md)

Food delivery service "Chi Box", Ukraine, Kherson

- **Cash-on-Cash ROI: 125%**
- Franchise operating abroad: 2
- Organization, planning, and coordination of service delivery.
- Ensuring that workers involved in the production, storage, and sale of food, and medical examination at the appointed time.
- The hiring of employees in the state encourages penalties.
- Budgeting, controlling kitchen, couriers, and contracts with suppliers.
- Keeping the activity of business analysts (average check, revenue, number of deliveries, plan in terms of revenue and average check, etc.).
- Development projects to improve loyalty and sales service.

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## Early EXPERIENCE

*Project Manager All-Ukrainian High Technology Contest*

*"Innovation Breakthrough", May 2012 – Feb 2013*

[happyfarm.com.ua](http://happyfarm.com.ua)

Global Management Challenge Ukraine, Business Incubator "Happy Farm", Ukraine, Kyiv

- Built partnership programs with government agencies and media sponsors for Ukraine's largest tech startup contest..
- **Succeeded in gathering more than 300 participants** ready to present early-stage technology startups.

*Project manager, Mar 2011 – May 2012*

Postcreative agency "Pepelatz", Ukraine, Kyiv

[Pepelatz](http://Pepelatz)

- Led projects and partner relations with brands, record labels, and freelance talent.

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## EDUCATION

INTERNATIONAL CHRISTIAN UNIVERSITY, Kyiv

B.A. in International Economics & Business Administration