Kiev

050-449-49-60

E-mail: kaa0183@gmail.com

 Oleksandr Klepalov

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| June 2019 - Now  Jul 2015- June 2019  Sep 2014-July 2015 | **Nestle Health Science**  ***Business Executive Officer Ukraine and Moldova***  ***Responsibility:***   * Manage Health Care business in Ukraine  1. Ensure achievement of growth and profitability market target 2. Developing marketing strategy (analyses market, portfolio strategy, increase awareness of Nestle Health Science product, communications strategy through the different channels, etc.) 3. Developing commercial strategy (prices, contracts, distributions, market share) 4. Developing E-com channel (site, social media, digital content) 5. Developing FF team (hire, develop) 6. Finance, manage PnL (margin, profit, marketing spends, commercial spends) 7. Building cooperation with doctors, associations (HCPs, patient organizations), charity founds. 8. Negotiation with pharma chains, baby stores.   ***Main achievements:***   * Stabilized business and achieved target 2019 organic growth 90% and profitability 130%. * In 2020 protected business in COVID pandemic, review RTM in quarantine. Achieved profitability target 130% * Conducted detailed market analysis, assessed potential core product range. Developed product range strategy. Prepare launch new SKU in 2021. * Developed RTM (expand coverage, visit frequency, categorization HCPs) Singed contract with pharm distributor Venta. * Developed E-com strategy. * Fully managing clinical nutrition business from strategy to execution.   Reckitt Benckiser Household and Healthcare Ukraine  ***Regional Commercial Manager***  ***Staff 2ASM, KAM, DM***  ***Responsibility:***   * Development and implementation of the strategy for the development of OTC brands and health products in the region according to marketing objectives. * Joint development and implementation trade marketing activities in the region. Efficiency analysis (ROI). * Development and implementation of medical activities for reinforcement OTC Brands. * Ensuring the profitability of the region's growth * Market share analyses * Working with clients: development, implementation plan for entrusted territory on monthly basis * Planning of the team (weekly, monthly) * Recruitment, development, motivation, training and monitoring teams (medical / pharmaceutical representatives, territorial / detailing managers, KAM) * Conducting commercial negotiations with offices and branches of distributors' network * Implementation of marketing actions * Reporting as required by the company   Main achievements:  • Increased sales 2018 vs 2017 to the Region by 27%.  • Plan FF 2018 104%  • Increased sales 2017 vs 2016 to the Region by 23%. Ukraine + 11%  • Increased sales 2016 vs 2015 to the Region by 36%. Ukraine + 36%  • For the period of work, it was established and fixed in contracts 4031 units of additional equipment.  • Build a strong and high performance sales team  • Sinned contracts with all KA in Region (11 KA)  • 1st place in the company's ranking among commercial managers  Company Danone  ***Regional Sales Manager***  ***Staff 2 ASM, KAM, TMS, 7 SV***  ***Responsibility:***  • Development and implementation of regional development strategy  • Ensuring the profitability of the region's growth  • Market analysis  • Fulfilment of targets KPI  • Planning, coordination and control of marketing activities. Analysis of the results.  • Recruitment, training, development, evaluation staff.  • Motivate the team to achieve their goals.  Main achievements:  • Increased sales Q4 2014-Q1 2015 vs Q4 2013 - Q1 2015 to the Region by 20% in volume (270 tons), + 22% in UAH (5 million UAH.).  • The restructuring of the team, was opening position TMM, JKAM, SV ID |
| Jun 2012 – Sep 2014 | Company Danone  ***Regional Kay Account Manager South***  ***Staff 5SV, 2KAE***  ***Responsibility:***  • Conduct operational and strategic negotiations with the chains  • Control DSO  • Development and implementation assortment matrix  • Development and implementation of activities in chains  • Fulfillment KPI  • Monitoring compliance with the price policy in chains  • Planning and development budget for marketing activities, reporting.  • Monitoring compliance with shares and representation of products  • Recruitment, training, development, evaluation of personnel.  • Motivate the team to achieve the targets.  ***My achievements:***  • Agreed and implemented a share in local chains Obzhora 40%, Tavriya 40% Virtus 35%, Kopeyka 35% .  • Growth of sales in Chains: 2013 vs 2014 in CAF Tavriya V – 48%, Obzhora – 78%, Virtus – 36%, Kopeyka – 17%.  • The highest growth in 2013 of the TOP-8 chains (Tavriya V). |
| Aug2011 – Jan 2012 | Company Danone-Unimilk  ***Arial Sales Manager Odessa (Indirect)***  ***Responsibility:***  • Control of the integration processes in their territory.  • Enter the Unimilk product to Distributors.  • Control of the distributor (focus team of 14 SR, 2 SV).  • Negotiating with key customers in an accountable territory. (expansion of assortment, entering new products, coordination of marketing agreements, activities, etc.)  • Fulfillment KPI and developing territory.  • Control DSO  • Control of qualitative and quantitative distribution by brand company.  • Planning sales plan for distributors and sales teams.  • Control price policy on territory.  • Control distributors to fulfill commitment logistics.  • Planning and development budget for marketing activities, reporting.  • Monitoring compliance with shares and representation of products according to the category.  ***My achievements on this position:***  • Trained a focus team of distributor to work with the production company Unimilk.  • Development and approval of the delivery schedule from 3 factories, that allowed us to exclude OOS on stock distributor - an additional sales 12%  • Connected 3 wholesalers - an additional sales 8% |
| Apr2010 - Aug 2011 | Company Unimilk  ***Arial Sales Manager Nikolaev***  • Control of the distributor (focus team of 14 SR, 2 SV).  • Negotiating with key customers in an accountable territory. (expansion of assortment, entering new products, coordination of marketing agreements, activities, etc.)  • Fulfillment KPI and developing territory.  • Control DSO  • Control of qualitative and quantitative distribution by brand company.  • Planning sales plan for distributors and sales teams.  • Control price policy on territory.  • Control distributors to fulfill commitment logistics.  • Planning and development budget for marketing activities, reporting.  • Monitoring compliance with shares and representation of products according to the category.  ***My achievements on this position:***  • Direct contract with the chain “Doyarushka” - increased sales by 36%.  • Develop and implement a minimum assortment by categories - increased sales by 12%.  • Negotiated and signed a distribution agreement with a deterioration in the commercial policy of the company |
| Apr2009. - Mar  2010 | Distributor Beregnoy, Nikilaev  ***SV “Kharkov biscuit factory,*** Nikilaev  • Setting objectives and control of work sales team (exclusive team 6 TA). • Fulfillment KPI and developing territory. • Control DSO • Control of qualitative and quantitative distribution by brand company. • Planning sales plan for sales teams. • Planning and development budget for marketing activities, reporting.  • Training of sales team (training, field support, etc.)  • Monitoring and accounting efficient use of your marketing budget. • Monitoring compliance with shares and representation of products according to the category. |
| Sep2008 – Apr2009 | Distributor Beregnoy, Nikilaev  SR AVK |
| Education | 01.09.2000 – 22.06.2006 Nikolaev State Agrarian Academy, Nikolaev  Faculty of Economics, specialty "Accounting and Audit" |
| My hobby | Active, underwater fishing, diving. |
| Professional skills and qualifications | I have planning and negotiation skills. I have experience of work with chains and distributors in Nikolayev , Odessa, Kherson and Crimea. I have experience of planning, organizing , monitoring and reporting performance of promo activities. Market analysis, development and setting targets to achive KPI. Experience of wholesale and retail sales.  Well developed management, leadership, analytical, organizational and interpersonal qualities. I have skills: recruitment, development, training, supervision and motivation of employees, field support, coaching. The ability to set clear and realistic targets, organize work teams constantly focus on the targets and interests of the company.  An experienced user MS office, 1C, Lotus Notes.  Computer skills: professional user  English level – upper intermediate |
| Personal Information | I was born 28 January 1983, Ukrainian, married, agree to the business trip, moving to Kiev. I have a driving license category "B" "C» «D» «E», driving experience more than 10 years. |