MAKSIM LAVRENTEV

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Data expert with 4 years' experience improving business operations in top FMCG and Retail companies. Ensured sustainable product supply of a $100M/yr international business and helped identifying $50M/yr revenue source in a new business model. Experience optimizing processes, automating routine tasks and building tools for data analysis with 50+ business users.

WORK EXPERIENCE

IT PROJECT MANAGER
MVideoEldorado Group – top electronics retailer in Russia

August 2019 – March 2020
Moscow, Russia

- **Managed development** of a web application for **e2e promo planning.**
- **Piloted new change management process** for commerce department.
- Valuated and prepared high-level designs for **3 new initiatives** (marketplace expansion, services for gamers, lottery). One of the projects with additional revenue of **$50M/yr** was **approved by CEO** for execution in 2020.

DEMAND PLANNER; IT PRODUCT MANAGER
Procter&Gamble

March 2017 – May 2019
Moscow, Russia

- As Oral Care Demand Planner:
    - **Increased demand forecast accuracy** in Russia to the level of Central Europe **allowing 120% YoY category growth** with supply chain optimization projects (warehouses and production plant change) and redesign of business intelligence accumulation and analysis processes.
    - **Increased Case Fill Rate** of electronic products (20% of business, 2x yearly growth) in hot season **from 60% to 90+%** by introducing a new business process with logistics and sales.
    - **Reduced workload** of Demand and Supply Planners in the region **by 1.5 FTE equivalent** by automating regular analysis tasks with new tools and dashboards (Excel, Power BI).
- As IT Product Manager:
    Owned a web app for promo planning with 200+ internal & external users.
    - Enabled **15% promo forecast accuracy increase** with implementation of product segmentation, new process for gifting season, reporting redesign and other improvements.
    - **Optimized workload** of logistics managers **by 6 FTE equivalent** with performance and UX improvements.
    - Initiated and led analysis of refactoring of the app.
- Received **1 Gold, 1 Pearl and 4 Silver Awards** for innovations in promo and initiatives planning.

IMPLEMENTATION PROJECT MANAGER (DEMAND PLANNING)
Procter&Gamble

July 2016 – March 2017
Moscow, Russia

Led cross-category projects on demand forecast accuracy improvement and customers' business analysis:
- **Enabled 30% improvement of BI quality** with a pilot of a new process and automation of analysis with Excel macros.
- The developed process and tools were fine-tuned by a global team and **reapplied in other EU countries.**

JUNIOR PROJECT MANAGER (ENGINEERING)
Procter&Gamble

July-October 2015
Novomoskovsk, Russia

Conducted feasibility study of Fairy, Myth and Mr. Proper production reorganization in the largest P&G plant in Eastern Europe:
- Proposed options for relocation and optimization of bottle blowing operations.
- One of the options was executed in 2017.

SKILLS / KNOWLEDGE

- **Data Analysis / Machine Learning:** Python (Numpy, Pandas, Scikit-learn, Matplotlib, Seaborn), MS Excel (VBA, P.Query, P.Pivot), SQL, MS Power BI
- **Project Management:** Atlassian Jira & Confluence, MS Project
- **Domain Knowledge:** Sales & Operations Planning, Demand Forecasting, Allocation & Promotion Planning in FMCG / Retail
- **Language:** Russian (Native), English (IELTS 8.0)

EDUCATION

2011 - 2016   **SAINT-PETERSBURG STATE INSTITUTE OF TECHNOLOGY (TECHNICAL UNIVERSITY)**
BSc. Chemical Technology of Natural Energy Containers and Carbon Materials (GPA 4.9/5.0)

HOBBIES / INTERESTS

- Bicycle Touring: around 3000 km in Finland, Portugal, Spain, France, Belgium, the Netherlands and Russia in 2018-19
- Volunteering: volunteered in several events and projects in Russia and Germany
- Online Education: numerous certificates of completion of online courses (Coursera, EdX, Stanford Online, Udacity, DataQuest) in spheres from Computer Science to Management