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| **MAKSIM LAVRENTEV** | | Moscow / St.Petersburg, Russia | |
| +7 925 768 79 44  lavrentiev.max@gmail.com | | [linkedin.com/in/maksimlavrentev](https://www.linkedin.com/in/maksimlavrentev)  [github.com/Maksim-Lavrentev](https://github.com/Maksim-Lavrentev/Shared-Documents) | |
| A professional in business planning and data analysis 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** | | | August 2019 – March 2020 | |
| **MVideoEldorado Group – top electronics retailer in Russia** | | | Moscow, Russia | |
| * **Managed the development** of a web application for **e2e promo planning.** * **Piloted a** **new change management process** for the 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** | | | March 2017 – May 2019 | |
| **Procter&Gamble** | | | 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)** | | | July 2016 – March 2017 | |
| **Procter&Gamble** | | | 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)** | | | July-October 2015 | |
| **Procter&Gamble** | | | 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 on Management and Data Science (Coursera, EdX, Stanford Online, Udacity, DataQuest) | | | | |