

# ANDREI VOROBEV

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## SUMMARY

Highly motivated and results-driven Account Manager with a proven track record of building and maintaining strong relationships with accounts. Experienced in developing scorecards, providing insights for improvement, and driving business growth. A proven aptitude for driving customer satisfaction while maintaining efficiency and driving costs down. Seeking an opportunity to leverage my skills and expertise in a dynamic organization.

## EXPERIENCE

### Wayfair

Worked closely with Supplier to identify their strength and potential areas of improvement. Assisted suppliers by acting as an internal advocate on everyday tactical issues. Worked closely with CastleGate team to develop training material for the broader team. Trained new associates by organizing office hours and shadowing their supplier calls.

#### **Supplier Relationship Manager, Storage & Organization** Aug 2022 – May 2023

- Owned a portfolio of 15 strategic suppliers generating over \$7mil in profit.
- Developed and implemented scorecards and/or roadmaps for 9 suppliers, enabling them to achieve growth despite the challenging macroeconomic environment.
- Collaborated with cross-functional teams to identify company-wide goals and initiatives, leveraging internal tools to gain buy-in from suppliers and align their strategies with Wayfair's objectives.
- Conducted regular business reviews with suppliers, analyzing performance metrics and identifying areas for improvement and optimization.
- Led negotiations with suppliers to ensure competitive pricing and favorable terms, resulting in cost savings of over 10% and increased profitability.
- Collaborated with the cross-functional teams to identify upselling and cross-selling opportunities, resulting in an increase in participation in Wayfair tools and programs, such as CastleGate and Sponsored Products.

#### **Supplier Relationship Manager at Scale** Dec 2021-Aug 2022

- Owned a portfolio of 500+ suppliers generating over \$40mil in profit.
- Negotiated cost reductions with over 20 strategic suppliers with an impact of over \$500k in COGS.
- Pitched and onboarded over 50 suppliers into services – CastleGate 3PL, Wayfair Sponsored Products, Product Review Programs.
- Developed CastleGate training materials to the team that allowed them to pitch the program, to answer suppliers' questions, and to troubleshoot arising issues.

### Sportsman's Warehouse

#### **Site Merchandiser, Camping, Gift Bar, Rifle Scopes**, Feb 2021-Dec 2021

Merchandized Camping, Rifle Scopes, Electronics, Sunglasses, Optics, and Cutlery Categories. Worked closely with Marketing Team, Buyers, Planners, and Vendors to successfully introduce new products. Initiate ABC ranking project across the team to increase the conversion rates. Introduced a project to streamline omnichannel relationships between stores and ecommerce teams.

- Surpassed the revenue plan by over 30% by collaborating with Buyers, Marketing Team, Planners, and Manufacturers.
- Increased the conversion rate by over 100bps after developing an algorithm that would rank the SKUs based on inventory status, overall sales, and if the SKU is on promo.
- Oversaw 20% increase in sales in across Camping categories after improving the health of SKUs by improving images, specifications, and product descriptions.
- Planned and successfully ran multiple promotions, including Camp Chef Month.

### Walmart eCommerce, San Bruno, California

#### **Category Specialist, Kids Bicycles**, July 2019-October 2020

Collaborated with leadership, marketing, supply chain, and vendors to maintain positive sales and elevate issues. Worked closely with supply chain team and vendors during holidays and pandemic to maintain healthy in-stock levels. Negotiated with vendors to introduce new company-exclusive products at low cost to maintain competitiveness. Developed new promotion and pricing strategy for new bikes. Participated in training seminars, reviewed weekly priorities with leadership, developed targets and trained team members in proper site merchandising techniques and improved operations competency.

- Increased traffic by 10% and conversion rate by 120bps after updating site navigation utilizing internal and third-party tools.
- Continuously cold-called bicycle manufacturers to get them to sell on Walmart and, as a result onboarded seven strategic vendors with potential sales of over \$30mil.
- Oversaw increase in total sales exceeding 15% by continuously negotiating lower costs that allowed Walmart to stay competitive in the kid's bicycles business.

## EDUCATION

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UNIVERSITY OF CALIFORNIA, SAN DIEGO, San Diego, California, **B.A., International Business**, 2019