

PERSONAL DATA

Name: Yevheniy Potupa
Address: Kiev, Ukraine
Mob.tel: +38(095)281-6678
Email: y.potupa@gmail.com
Skype: yevheniy.potupa



MAIN SKILLS

Team lead	Multilingual	Understanding of needs
Agile management	Lean management	Self-starter
HTML5/CSS/SASS	JS/jQuery/AngularJS	Front-end base

EDUCATION

09.2009-02.2011 **Masters** in Foreign Economic Affairs, Kiev International University
GPA – 92 (TTL 100)
Thesis “Joint Ventures and market transformation of Ukraine’s economy”
(Mark 95)

09.2005-06.2009 **Bachelor** in International Economic Relations, Kiev International University
GPA – 85 (TTL 100)
Thesis “International Financial and Industrial Groups in emerging economies” (Mark 89)

09.1995-06.2005 specialized in math **Lviv Higher Secondary School #91**

PROFESSIONAL EXPERIENCE

07.2014-05.2015 **AV Department Key Account Manager (National retail, Moldova)**
Kyiv, Ukraine **at Samsung Electronics**

- management of Big National Retail together with WHS distributor and 6 Moldova & Transnistria customers
- development of Terms and Conditions for Target plan fulfillment
- matrix and shop display negotiations, Brand Zones, promoters
- pricing management, promo fixing and conduct, new stores opening and special promo mechanics agreement
- CRM, big data sources operation and supporting staff management, sales and financial planning
- support of new strategic directions: internal programs, Brand Stores opening, marketing campaigns, logistics initiatives etc.

05.2012-07.2014 **AV Department Key Account Manager (WHS, Distributors)**
Kyiv, Ukraine **at Samsung Electronics**

- management of TV main distributors directly together with big regional retail and online stores indirectly
- fixing of exclusive models and contact with other market players regarding any market issues
- fixing promo activities in order to cover company targets and healthy customers stocks
- CRM and order planning
- shop monitoring and channel management while fixing matrix, brand zones, prices, promos, promoters

07.2011-05.2012
Kyiv, Ukraine

AV Department Product Manager (Audio-Video products)
at Samsung Electronics

- one of initiators of Samsung Smart Kino & Smart Music projects
- being responsible person from SEUC side for Global Cost Optimization System implementation
- initiation of Samsung University project for sales person online training
- establishment of new approach to business of TV Accessories in Ukraine
- gaining high results in negotiations with National retail regarding Digital Audio-Video (DAV) products
- 3rd place or 13% market share in DVD players from 6% previous results
- 1st place or 35% market share in Blue-Ray players from 7% previous results
- improvement of Audio business of Samsung products with stable 2 place on the market with around 25% market share
- calculations of P&L, product pricing strategy, product mainstream
- communication regarding different issues with HQ, Factories and other Subsidiaries
- preparation of extensive presentations for Top management and customers

06.2010-01.2011
Washington D.C.,
USA

Administrative Manager
at Restaurant La Perla of Washington

- handling restaurant daily operation which includes all secretarial duties (meetings, appointments, calls, memos, filing, primary interviewing);
- working on confidential matters (working contract, employees, lawyers, brokers, accountants);
- assisting owner with customer relations;
- management of team including waiters and support team from 7 to 15 people (depends on seasonality)
- working in dynamic environment and handled restaurant customers flow in busy times up to 300 people;
- thanks to good own service brought more than 20 regular customers

01.2007-05.2010

mostly supervisory duties in Ukraine & USA

ADDITIONAL

Hobbies

active & team sports, traveling, reading

Languages

English (CAE certificate), Russian, Ukrainian – advanced level; German – intermediate; Spanish – elementary;
free understanding of Polish and Slovakian

Computer

MS Office (Word, advanced Excel, **advanced Power Point**, Outlook etc.); Oracle; SAP; Smart TV UI, **HTML5/CSS/JS (acquired SoftServe certification)**, Adobe After Effects basics, web services advanced user.

Others

Category A,B international driver's license; management and computer skills certificate (2004); First Aid certificate (2007); certificate of English & German interpreter (2011); Professional Harvard online courses: Sales, Finance, Logistics, Human Psychology etc. (2012-2014); **Cambridge Certificate of Advanced English (March,2015)**; Foreign travel passport (good work & business visa history: USA, South Korea, UAE, Germany, Austria, Switzerland, Monaco etc.)