

# Ivan Tretyakov

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## Head of Revenue Growth Management (MBA)

Senior Revenue Growth Management (RGM) Leader\*\* with over 20 years of experience in FMCG, including 6 years as Head of RGM for DACH at Danone. Expert in orchestrating 3-Year Strategic Plans, optimizing trade investment, and driving capital allocation toward high-ROI growth levers. Proven ability to lead transformative change in complex matrix environments, bridging the gap between Commercial and Finance functions. Currently leveraging external best-practices in AI-driven pricing (Buynomics) to bring next-generation RGM capabilities back to operational leadership.

## CORE COMPETENCIES

- **DACH RGM Leadership:** Holistic P&L management, Price Pack Architecture (PPA), and Mix Management across Germany and Austria.
- **Strategic Planning:** Leading Annual Operating Planning (AOP) and long-term term portfolio and promo plans aligned with brand ambition.
- **Trade Investment:** Optimizing trade spend efficiency, promo mechanics, and contract conditionality with major German retailers.
- **Capability Building:** Developing high-performing RGM teams, integrating new systems (TPM & Price Optimization tools), and driving a culture of commercial excellence.

## EXPERIENCES AND ACHIEVEMENTS

### Buynomics

Frankfurt, Germany

*Buynomics is a leading next-gen pricing platform for global CPG brands*

#### Director, Value Advisory & Commercial Strategy

Jan 2025 – Present

- **External Benchmarking:** Gained unique exposure to best-in-class RGM methodologies across multiple enterprise CPGs, identifying industry trends in pricing and assortment optimization.
- **Digital Transformation:** Lead the integration of advanced pricing KPIs and governance tools into client ecosystems, ensuring consistent logic across regions and product families.
- **Strategic Advisory:** Partnered with client leadership to simulate tariff changes and delistings, directly impacting annual negotiation strategies.

### Danone Germany

Frankfurt, Germany

#### Head of Revenue Growth & Commercial Strategy

Nov 2018 – Dec 2024

- **Strategic Planning:** Orchestrated the Annual Business Planning process, aligning Sales, Marketing, and Finance on pricing innovation and volume targets. Successfully led the **3-year strategic pricing roadmap** to offset inflation and recover margins.
- **Profitability Growth:** Established the RGM function as a "Center of Excellence," implementing 5 core workstreams that delivered a 2% increase in operating profit (EBITDA) within 12 months.
- **Trade Investment & Mix:** Optimized the Germany trade investment strategy, shifting budget from non-performing promotions to high-ROI channels. Renegotiated trade terms with 5 top retailers, improving contract conditionality by 18%.
- **Governance & Systems:** Enforced strict RGM governance and compliance standards across the cluster. Deployed a new Trade Promotion Management (TPM) solution, enhancing forecast accuracy and reducing admin time by 20%.
- **Organizational Capability:** Restructured the commercial team (22 to 19 FTEs) to improve agility. Built an RGM culture through capability workshops, upskilling the broader organization on RGM fundamentals.

### Globalpraxis Group

Barcelona, Spain

*Boutique strategy consulting firm specializing in RGM and Route-to-Market for FMCG*

#### Strategy Consulting Manager

Sep 2014 – Nov 2018

- **Growth Strategy:** Led consulting engagements for Fortune 500 CPG clients. Delivered a 5% revenue increase for key accounts by optimizing pricing architecture and mix.
- **Strategic Planning:** Developed mid-term commercial plans and Go-to-Market strategies across 10+ countries. Secured an additional e500k revenue for a client through a targeted channel expansion strategy.
- **Executive Stakeholder Management:** Conducted workshops with C-suite leadership to align on transformation roadmaps and secure buy-in for complex pricing initiatives.

## Aujan Coca-Cola Bottling Company

Dubai, UAE

### Interim Business Process Manager

May 2017 – Jun 2018

- **Salesforce Transformation:** Led the restructuring of a 500-person sales force across 5 MENA countries. Introduced new compensation schemes and scorecards to align incentives with value creation.
- **Cost Optimization:** Reduced Sales & Distribution (S&D) costs by 15% through the optimization of logistics and procurement processes.

## Philip Morris International

Moscow, Russia

### Product Manager (MBA Internship)

Jun 2014 – Sep 2014

- **Investment Analysis:** Evaluated a strategic brand extension proposal. Built financial models proving the risk outweighed the benefit, saving the company a potential \$300M investment in a low-yield initiative.

## Microsoft

Moscow, Russia

### Account Technology Strategist

Jan 2009 – Nov 2012

- **Sales Leadership:** Managed a \$10M sales target, collaborating with finance and operations to deliver complex enterprise solutions.
- **C-Level Engagement:** Directed industry-specific workshops for executive customers to demonstrate business value and ROI of Microsoft platforms.

## TopS Consulting

Moscow, Russia

*IT Consulting and outsourcing company*

### Head of Product

Mar 2007 – Jan 2009

- Directed the full strategic planning cycle and launched innovative tech products, consistently overdelivering yearly results by 12%.

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## EDUCATION

### MBA, IE Business School

Madrid, Spain | 2014

### Master of Economics & IT, Moscow State University of Management

Moscow, Russia | 2006

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## SKILLS AND LANGUAGES

Excel (Power Pivot and Statistics) | PowerPoint | Microsoft Project | Power BI, SQL, and Python  
English | Spanish | Portuguese (intermediate) | Russian | Bulgarian | German (intermediate)