

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 (Buyconomics) 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

Buyconomics

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

Frankfurt, Germany

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 €500k 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%.

EDUCATION

MBA, IE Business School

Madrid, Spain | 2014

Master of Economics & IT, Moscow State University of Management

Moscow, Russia | 2006

SKILLS AND LANGUAGES

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