

Maksim Spasskii

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SUMMARY

Result-oriented and inspiring leader, strategic thinker with extensive leadership experience in consulting (PwC), sporting goods (adidas), fashion (O'stin) and consumer electronics (Mvideo) industries. Proven track record of leading and managing multi-million dollars business units.

Specialize in development and execution of successful strategies, business transformation, improving ecommerce sales and customer experience. Strong leadership experience of driving large scale strategic initiatives, expertise in team creation and coaching while achieving financial goals and forging valuable relationships with internal and external partners.

CORE COMPETENCIES

- Strategy
- Leadership
- Data Analysis
- Ecommerce
- Merchandise Planning
- Category Management
- Buying
- Building Teams
- Project Management
- Negotiations
- Digital Marketing
- P&L Management
- Business Development
- Python, SQL

PROFESSIONAL EXPERIENCE

- O'stin** Moscow, Russia
Director Ecommerce (Marketplaces) **May 2022 - Present**
- Established new department within the company to effectively manage online sales on external marketplaces through FBO (Fulfillment by Operator) model
 - Developed and implemented long-term business strategy to drive online sales and profitability
 - Managed to bring O'stin brand from top-30 in sales on marketplaces to top-5 in one year
 - Conducted online market research to uncover consumer insights and identified growth opportunities, developed merchandising strategy, resulting in +30% assortment increase and development of totally new specific assortment for marketplaces
 - Successfully reversed negative sales trend for O'stin through changing approach to assortment, its pricing and promo, resulting in doubling sales vs last year and plan overachievement by +8%
 - Overachieved sales plan for Funday brand by +85%
 - Negotiated better commercial terms with two main marketplaces which helped to improve sales commission by 2pp
- Mvideo** Moscow, Russia
Department Head Sales Development and Analytics **July 2021 – March 2022**
- Supervised department of 30 people to find opportunities for sales growth based on analytical insights, resulting in +15% year-by-year growth and 2pp sales margin improvement
 - Managed and coordinated cross-functional teams to execute Key assortment project for all business units of the company, improved sales by +5% as a result of the project
 - Organized statistical and mathematical analyses to uncover insights from complex datasets, resulting in significant changes into store space planning, merchandising, store clustering, product pricing and product bundles creation
 - Overachieved sales plan for Premium category by +27%
- adidas** Moscow, Russia
Director of Merchandise Planning Department **October 2020 — April 2021**
- Supervised department of 35 people to ensure continues assortment development and its effective management focused on sales plan achievement and stock turn improvement

- Led assortment planning and buying methods and tools improvement including system solutions to increase forecast accuracy and maximize sales potential
- Developed new approach to improve stock turnover, resulting in +4% improvement
- Overachieved sales target by +3% through assortment improvement, effective stock management and pricing activities

adidas

Moscow, Russia

Director Merchandise Planning of Factory Outlets

June 2017 — September 2020

- Developed and implemented transformative business strategy which completely changed look and feel of factory outlets and their perception by consumers as well as improved channel profitability in the market, some aspects of the strategy were used as best practices globally
- Overachieved channel sales plan by +4%
- Achieved 5pp sales margin growth for the business

adidas

Moscow, Russia

Director Merchandise Planning SP and E-commerce

July 2016 — May 2017

- Headed new planning and forecasting system (Trade) development and launch, resulting in operational efficiency improvement
- Controlled 60% of overall open-to-buy budget to allocate it into the most relevant products in accordance with conducted statistical sales analysis
- Coached 6 team members from junior specialists to managers

adidas

Moscow, Russia

Junior Product Manager – Senior Manager Merchandise Planning

July 2009 — June 2016

OOO Bestseller

Moscow, Russia

Co-Founder

March 2013 — September 2014

PricewaterhouseCoopers

Moscow, Russia

Intern

April 2008 — June 2009

EDUCATION

Netology

Moscow, Russia

Python for data analysis

February 2022 – June 2022

Erickson Coaching International

Moscow, Russia

Erickson Professional Coach

June 2017 – September 2017

National Research University – Higher School of Economics

Moscow, Russia

Public Finance

2004 – 2009

ADDITIONAL

Languages: *English* – fluent | *Russian* – native

1 e-commerce industry award for business development on marketplaces

2 company awards for outstanding performance, 1 company award for the most impactful business project