

Nick Vorobiov

Expert in growing IT businesses by bringing new clients, launching new products/services, expanding into new markets, and building sales and marketing systems

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Summary

19 years of hands-on B2B sales experience

17 years of experience in planning, budgeting, building, managing and scaling full cycle of sales

13 years of IT sales experience (software, custom development, digital services)

10 years of startup experience

Experience

2020 – Present: Head of Business Development at Vector Software

Responsible for building commercial — marketing, business development, engagement and sales — processes, building and managing commercial teams

Responsible for personal sales to key clients — discussing software needs, presenting development solutions, closing deals

Responsible for developing service offerings, presentation decks and marketing materials

Responsible for bringing sales partners and developing partnerships

2018 – 2021: Sales Growth Consultant for IT companies

Helped several IT companies in CIS and Europe to realize their growth ambitions

Designed sales growth strategies, plans and budgets, lead and supervised plan implementation

Developed and refined ideal customer profiles, expanded sales to new markets and new regions

Developed product and service offerings, launched sales of new products and services

Audited and updated existing marketing and sales processes

Built marketing, business development, sales and partnership departments

Conducted key negotiations personally, brought key clients and sales partners

2016 – 2019: Founder at a digital marketing company

Developed product offerings, marketing materials, sales and production processes

Hired and managed a sales team of 5 and a production team of 30 digital marketers

Built over 300 automated sales funnels, launched over 1000 ad campaigns

2009 – 2016: Founder at a training and coaching company

Created training centers in 26 cities of Germany, Czech Republic, Ukraine and Russia

Built and managed a sales department of 70 representatives

Presented in front of online and offline audiences of up to 1200 participants

Co-created and hosted 3 television reality shows

2004 – 2010: Head of Sales and Partnerships at a software company

Documented and optimized the sales process

Expanded the sales team to 15 representatives

Found and signed several key sales partners

Created a sales and support office in a new city from scratch

Launched 3 new products and several new markets

Grew company sales up to 4x / year

Brought contracts up to \$1M

2002 – 2004: Engagement manager at a software company

Supported the sales team in understanding clients' software development needs

Documented business processes and requirements

Designed architecture solutions, wrote and presented proposals, closed deals

Managed project handover to development department after signing a contract

Education

2005: Master of Commercial Logistics

St. Petersburg State University of Economics and Finance, Russia

Faculty of Commerce and Marketing

2001: Microsoft Certified Systems Engineer

2000: Financial and business mathematics

1 year study in the Technical University of Munich, Germany

Skills

Programming — Python, JavaScript, PHP, SQL

Languages — proficient in English and Russian, good in Ukrainian, beginner in Norwegian and German

Personal qualities — responsible, result-oriented, flexible, charismatic