

YURY POPOV

AUS Permanent Resident

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Objective

Sales and Business Development professional with 12+ years successful experience in Europe, Asia and Australia. Seeking to apply my strategic knowledge, international leadership experience in the Business Development and Sales area to help grow a business, acquire new customers and develop opportunities in the IT industry.

Professional Experience

Aug 16 – present **Sales and Customer Engagement Manager** **Prospecta Software Pty Ltd – Sydney, AUS**

Prospecta Software (SAP Silver Partner) has developed SaaS and PaaS Cloud solutions which are focused on usability and packaged to implement the best practices available in the industry. They support procurement, master data governance, workplace safety and workflow automation. All the products are hosted within AWS environment.

- Responsible for Sales of Prospecta's SaaS and PaaS Products and Customer Engagement with Tier 1 & Tier 2 customers in NSW, QLD and WA. Built relationships with existing customers and acquired new clients from the Construction, Mining and FMCG industry.
- Identified new opportunities within the Government Sector (Councils and Departments), prepared proposals and tender responses for SaaS Products and Services. Current potential turnover from the Government Sector is AUD 300,000 (decisions to be finalised January – April 2017).
- Acquired, developed and managed new sales channels of Products via Partnership and Referral network in ANZ region and Europe.

May 15 – Jul 16 **Marketing and Strategy Manager/ Management Consultant** **Freight Exchange Pty Ltd – Sydney, AUS**

Freight Exchange is a Sydney based start-up, which developed digital marketplace that provides instant service that efficiently manages all aspects of booking and dispatch process carriers and shippers.

- Developed, optimised and implemented company's business processes and procedures for Sales, Customer Service, Operations and Accounting. Hired and trained Sales, Customer Service and Accounting personnel.
- Generated 500+ leads of potential customers across AUS. Developed and implemented sales and marketing strategy, as a result of which the number of sales increased from an average of 1 to 100 per week, and the number of website unique visitors increased from 500 to 2000 per day.
- Implemented automation of customer service procedures resulting in saving of 40 working hours per week of manual labour. Outsourced sales, customer service and IT development activities to Philippines and Russia that reduced employee headcount opex by 75%.
- Provided overall support for marketing initiatives to promote company's brand. Educated customers on company's service line.

Jan 11 – Jul 14 **Managing Director/Founder** **PanEx LLC – Moscow, Russia**

PanEx LLC is a Russian Freight Forwarding Company, which specialises in providing International Freight Forwarding and outsourcing of Logistics services.

- Founded and managed the organisation in such areas as Business Development, Sales, Marketing, Customer Service and IT. Identified revenues opportunities for the organisation and developed new services.
- Developed and implemented the concept of supply chain service outsource product for SMEs helping to optimise the costs for services up to 20% and decrease the lead-time for goods delivery by 30%. Was in charge of Sales and Acquisition of new customers, as a result, the break-even point was achieved within six months.
- Collaborated with clients' management to define needs, and deliver service solutions for their organisations. Led and facilitated negotiations with the company's key customers and stakeholders.
- Built an efficient sales team in Moscow, Vladivostok and Netherlands that collaborated across different time zones, resulting increase in revenues by 40% in the year 2012-2013. Set and reviewed KPIs on a quarterly basis for the Sales and Customer Service Department. Identified and developed high potential employees.

Feb 09 – Feb 10 **Managing Director/Founder**
Razgovor Language Centre – Moscow, Russia

Razgovor is a foreign language educational centre with a head office located in Moscow.

- Developed and executed Sales and Marketing Plan for the organisation, which helped to reach break-even after four months of the business launch.
- Led the registration of the company, licencing, business processes development in Operations, Finance, Accounting and IT, which resulted in the project launching within three months.
- Established offices in Russia and Europe (Serbia) resulting in a 50% increase in sales.

Jan 07 – Dec 10 **Sales Manager/Project Manager**
Albatros Cargo LLC – Moscow, Russia

Albatros Cargo is a Russian freight forwarding company, which specialises in providing freight forwarding services for Russian and International Automotive Companies.

- Launched an International Freight Forwarding and Customs Clearance Department. Hired and trained sales staff for the department. Within a year the Department generated 15% of the company's revenues.
- Acquired customers from Automotive, Medicine and FMCG Industries such as Ford Motor Company, Volvo Russia, INTERMEDSERVICE and Yota. As a result, revenues of the organisation rose from US \$4 million in 2008 to US \$19 million in 2009.
- Developed an operations network of Freight and Customer Clearance agents in Russia, Europe, Middle East, Asia and South America, resulting the costs optimisation of up to 30%.
- Developed the concept of Dealer Direct Service for the organisation, which helped to acquire such customers as Volkswagen Group Russia, Toyota Motor RUS and Panasonic for the Domestic Russian Transportation Services.

Jan 04 – Jan 07 **CEO's Personal Assistant/Customer Service Consultant**
Hyundai MOBIS Parts CIS – Moscow, Russia; Bremen, Germany; Seoul, Korea

MOBIS Parts CIS is a subsidiary of Hyundai Motor Group specialising in genuine spare parts distribution.

- Performed training for Hyundai and KIA distributors' employees on operating the Hyundai MOBIS IT System (approximately 50 employees in total).
- Assisted in negotiation between the MOBIS Parts CIS and Hyundai and Kia Distributors.
- Delivered high-standard customer service for the organisations key Stakeholders.
- Assisted and facilitated the setup process of the organisation in Russia including Warehouse, Transport, IT and Office development.

Education

Jul 14 - Jun 16 **Master of Business Administration – Strategic Management & Finance**
University of Technology, Sydney (UTS) – Sydney, Australia

Oct 08 - Nov 08 **B2B Sales Manager – Certificate**
Moscow Business School – Moscow, Russia

Sep 99 – Jun 05 **Master Degree Equivalent – Economics and Korean Studies – Diploma with Honours**
– Lomonosov Moscow State University – Moscow, Russia

Feb 03 – Dec 03 **International Economy and Korean Language Exchange Program – Korea University**
– Seoul, Korea

Foreign Languages Skills

English — Fluent; Russian – Native; Korean — Fluent; Italian – Basic

Interests

Travelling (I have been to more than 50 countries), Cooking (Italian food), Kite Surfing, Surfing and Cycling.