Blidchenko Mikhail

CEO, DIRECTOR, CCO, CHEF EXECUTIVE OFFICER, CHIEF COMMERCIAL OFFICER, COUNTRY REPRESENTATIVE, SALES REPRESENTATIVE, HEAD OF SALES DEPARTMENT, HEAD OF MARKETING DEPARTMENT

26 січня Місто: Київ

Вік: 53 роки
Режим роботи: повний робочий день
Категорії: Офісний персонал, Реклама, маркетинг, PR, Керівництво

✔ Перебуваю в шлюбі ✔ Готовий до відряджень

Увійдіть або зареєструйтеся на сайті як роботодавець, щоб бачити контактну інформацію.

Опис

CV BLIDCHENKO MIKHAIL PETROVITCH

Ukraine, Kiev

Date of birth: 1-12-1972

QUALIFICATION

20 + years of c-level management experience at local and foreign companies in Ukraine. Sales, business processes' organization, marketing, management and clients' relations.

SKILLS

• starting and managing national sales and nationwide business projects;

• planning, reporting, analysis, business development;

• marketing research, organization and/or optimization of sales and business processes;

• off-line and on-line sales and promo activities;

• staff recruitment etc.

WHAT SETS ME APART FROM OTHER CANDIDATES?

- Great and diverse business and life experience. Intuition.
- Independence, responsibility and "can do" attitude.
- Ability to formulate right questions and find answers independently.
- A combination of abilities for routine and creative work.
- High-quality selection of performers.
- Desire to achieve more.

STRENGTHS

I believe that management (business administration) is built on the knowledge and deep understanding of 5 blocks for

constant study and improvement:
- Clients. Segmentation, profile and customer's journey.
- Product or service. Diversification.
- Competitors.
- Digitization, optimization and cyclicality of business processes.

- Strategic planning.

Similarly, marketing for me is made in 3 blocks:
- Discourse. Creating and maintaining a brand, idea, story.
- Expertise. Analytics and information support.
- Advertising.

I have worked with all these categories and I am ready to apply my practical skills in further work.

The main thing for success in business is to keep the balance positive applying imagination and willpower to do what others don't. I am the one who make the things work.

EXPERIENCE

Director

Company name: Al Fada Ukraine

Dates Employed: August 2021 – May 2022

Location: Kiev, Ukraine

Site: kvtitan.com/

Production and export of titanium slabs.

Sales and marketing director

Company name: Medical network Doctor Sam

Dates Employed: August 2018 – August 2019

Location: Kiev, Ukraine

Site: www.doctorsam.ua/en

Achievements:

• Optimization of promo and advertisement expenses (transparency, planning and control);

• Shift of on-line part of business from representation to sales. Sites, social networks, task and projects management (on-line and off-line);

• System of B2B sales;

• ATL (press, radio, TV, podcast, opinion leaders), BTL (messaging, B2B party, promo activity, package offers), POS materials (promthstands, stickers, posters etc.);

• Organization of corporate events.

Country sales representative in Ukraine and EU

Company Name: Bornstein Seafoods Inc. (USA). Processor of fish and seafood.

Dates Employed: Apr 2014 – May 2018

Employment Duration: 4 yrs 2 mths

Location: Kiev Region, Ukraine

Site: www.bornstein.com

Achievements:

• Growing sales to Ukrainian and EU importers, wholesalers, retailers;

• New clients in Ukraine and EU;

• Promotion of new products;

• Marketing analysis. All importers (buyers), exporters, species, prices and volumes included;

• Inspections and disputes' settlement;

• Company representation at international B2B trade shows in Brussels, Vigo, Bremen, Warsaw;

• Sales in: Ukraine (majority), Moldova, Russia (before 2014), Netherlands, Spain, Benin, Lebanon;

• All new 234 leads and clients database created in CRM system Bitrix24.

Chief Commercial Officer

Company Name: Boni Trading and Investment Inc. (Canada). Fish and seafood trading company.

Dates Employed: Mar 2013 – Mar 2014

Employment Duration: 1 yr 1 mths

Achievements:

• Sales in Ukraine and Russian Federation;

• Organization of buyers and sellers interaction;

• Disputes’ settlement.

Head of Marketing

Company Name: Extreme Pride Ltd. Official importer of GoPro brand in Ukraine.

Dates Employed: May 2012 – Mar 2013

Employment Duration: 11 mths

Location: Kiev

Site: www.gopro-ukraine.com

www.youtube.com\goproukraine

Achievements:

• Advertisement and pr activities. Video production studio;

• Product placement in own video materials and its spreading in national networks of McDonalds, supermarket, restaurants, videoboards, TV channel free of charge;

• Participation in exhibitions, events of third parties (Red Bull Ukraine, Bukovel ski resort etc.) Ukrainian Drift Championship, national TV projects “Red or Black” and some smaller projects;

• Support of independent extreme video productions.

Head of commercial department.

Company Name: TD Elektrosistemi Ltd.

Dates Employed: Jun 2011 – Jun 2012

Employment Duration: 1 yr 1 mths

Location: Kiev

Site: ekt.com.ua/

Official importer of domestic and industrial electrical appliances. Owner of TM CTC

and Sila.

Achievements:

• Development of balanced scoreboard system;

• Financial corporate management and sales supervision.

• E-commerce project and CRM initiated.

Commercial Director

Company Name: Master Martini Ukraine Ltd. (Italy).
Wholly owned subsidiary. Official importer of raw materials for confectionary and bakery enterprises of Ukraine.

Dates Employed: Jan 2010 – Jun 2011

Employment Duration: 1 yr 6 mths

Location: Kiev
Site: www.mastermartini.com.ua

Achievements:

• Re-organization of commercial department and sales structure;

• Development of reporting system and controlling of sales;

• Increase of national sales 6-19% comparing to previous year.

Director

Company Name: Amercom Ukraine. (Poland).
Wholly owned subsidiary. Publishing and national sales of partworks magazines in Ukraine.

Dates Employed: Apr 2003 – May 2009

Employment Duration: 6 yrs 2 mths

Location: Kiev
Site: www.amercom.com.pl

Achievements:

• Start up from “ground zero” to full scale national publisher;

• Leader in circulations and number of titles;

• Development of unique system of sales and financial monitoring;

• National network of representatives.

Director

Company name: Sokol JSC.
The ex-factory. Business and warehouse center. New construction project.

Dates Employed: Mar 2007 – Feb 2009

Employment Duration: 2 yrs

Location: Kiev

Achievements:

• Reorganization of the company as the basis for new real estate project;

• Making current activity profitable;

• Human resources' optimization;

• Development and implementation of service, sales, reporting systems according to new business schedules of the company.

Financial Advisor

Company Name: Marshall Cavendish Ukraine. (Great Britain).
Wholly owned subsidiary. Publishing and national sales of partworks magazines in Ukraine.

Dates Employed: Mar 2001 – Apr 2003

Employment Duration: 2 yrs 2 mths

Location: Kiev

Site: www.marshallcavendish.com

Achievements:

• Organization of new business in Ukraine for international publishing group. Start up of new publishing format in Ukraine;

• Development and optimization of bookkeeping, reporting and operational systems;

• Control of debtors and development of sales network.

Deputy Director

Company name: Energocom Ltd.

Dates Employed: Aug 1998 – Feb 2001

Employment Duration: 2 yrs 7 mths

Location: Kiev

Charcoal production. Investments. Sales of metal products from Zaporozhskiy aluminum plant.

Achievements:

• Development of charcoal production and sales network;

• Development of business plan for international investor and Velikobichkovsky charcoal factory (Transcarpathian region).

Deputy Director

Company name: Yugnefteservice Ltd.

Dates Employed: Jun 1997 – Aug 1998

Employment Duration: 1 yr 3 mths

Location: Kiev

Deputy director. Yugnefteservice. Manager of international affairs. Ukreximnefteproduct. All companies were included into "OL-Group Corporation". Kiev.

Crude oil import and processing. Sales of crude oil products from Lissichanskiy refinery plant "Linos".

Achievements:

• Development of business plan for increasing of crude oil supplies.

Manager of loan department. Head of loan department. Chief specialist of securities department. Head of securities department.

Company Name: OL-Bank

Dates Employed: Aug 1995 – Jun 1996

Employment Duration: 11 mths

Location: Lissichansk

Manager of settlement department. Manager of currency department.

Company Name: NPK Bank

Dates Employed: Feb 1995 – August 1995

Employment Duration: 9 mths

Location: Lissichansk

Deputy Director

Company Name: Genesis Ltd.

Dates Employed: Jun 1994 – Feb 1995

Employment Duration: 9 mths

Location: Lissichansk

Crude oil import and processing. Sales of crude oil products from Lissichanskiy refinery plant.

EDUCATION

Post graduate study National Academy of Science. “Center of academic G.M. Dobrov.”

Degree Name: Economy and management of scientific and technical processes, investments and innovations

Field Of Study: Management of innovative activity

Dates attended and graduation: 1997 – 1999

Slaviansk institute of management, business and law

Degree Name: Bachelor. Manager – organization of production.

Field Of Study: Business Administration and Management

Dates attended and graduation: 1991 – 1994

Lugansk State Teachers' Training Institute

Degree Name: Specialist. Teacher of history, social science and English language.

Field Of Study: History and English language

Dates attended and graduation: 1989 – 1994

LANGUAGES

Ukrainian, Russian – native. English – fluent.

Hobby: Motorcycles. Volunteering.