



# ALEKSEY CHERNOV

## HEAD OF INVESTMENT PROJECTS

**Phone:** +38 067 300-24-43

**E-mail:** [chernov.aleksey.ukraine@gmail.com](mailto:chernov.aleksey.ukraine@gmail.com)

**LinkedIn:** <https://www.linkedin.com/in/aleksey-chernov/>

**Portfolio website:** <http://uran259.jimdo.com>

**Date of birth:** 17.06.1976

**Location:** Kiev, ready for business trips

## Professional competences

**Experience:** - more than 8 years in the project management, including investment  
- more than 18 years of sales management and development of trading companies

### Investment project management

Startup arrangement:

- Collection and analysis of information, construction of hypotheses, preliminary evaluation of commercial efficiency and investment attractiveness of the project
- Feasibility study, verification procedures & researches
- Financial modelling, business planning, road mapping of the project, development of project documentation
- Arrangement of probe-study production of small-scale samples of product before launching a new product into industrial production. Analyzing the reliability of the market, arrangement of trial sales of the project product. Risks assessment, including information results received from market operators
- Investment recommendations development, profitability & payback description, risks & ways of mitigation, project strategy development in accordance with the investment criteria
- Scientific, legal and tax support for projects, M&A

### Managing staff

- Experience in managing a team of 5 to 200 people in companies with a total staff of 500-1000 people.
- Building an effective project team, developing motivational targets for high-IQ teams, monitoring progress in the implementation of the project and the team results
- Involvement of experts and consultants to the project (business contacts with the Scientific Centers of Ukraine, EU, the USA)

### Sales management:

- Experience in active sales in B2C, B2B (including project, contract and wholesale) sales, Retail management
- Management of the complete cycle of sales (with turnover up to \$ 30 million per year)
- Huge experience in presentations, business negotiations in different levels, incl. foreign partners
- Adapting production activities in accordance with the change of market situation, the product range correction and occurrence into new market niches
- Advanced level of CRM - customer relations management (top- and operational managers), arrangement of marketing research, managing field research in the target audience, vox populi studies, etc.
- Experience in working with international contracts and partners (CIS countries, EU), import, foreign trade activities

### Business development

- Creation and optimization business development strategies, optimization of business processes based on audit of the company's operating and financial activities
- Estimation of financial and economic efficiency of enterprises based on the processing and analysis of financial information (P&L, Cash Flow). Development of recommendations about ways of assignment and optimizing costs to increase the profitability of enterprises
- Creation of management reporting systems
- Maintenance of a complete cycle of the company's operational and financial activities
- Budgeting. Creation of performance indicators, ensuring of their implementation. Improving of the commercial business efficiency, analyzing deviations. Reports preparing
- Cases of Mergers & Acquisitions: business evaluation. Generating a conclusion about growth points and business risks
- Experience in certification of businesses (according to ISO 9001: 2008) and products (according to the UkrSepro system). Certification of production lines and products according to the HAASP standards for the EU market and according to the USDA rules for the US market

**Excellent knowledge of markets:** light industry, clothing / footwear, FMCG, metallurgy and minerals

**Language** - English (Upper-Intermediate)

**PC** - advanced user of MS Office, (Word, Excel, Power Point), MS Project, 1C 8, CRM-systems

## Work experience and achievements

- 2017 - 2018**      **"BEL-OBST"**      Production of fruit fillers for sour-milk products  
**Head of the Development Project** (Belorussia); **CCO** (Kyiv)
- Implemented the project: "Sales system for a food ingredients plant"
  - Conducted segmentation and selection of clients, built and fixed steady relationships with customers
  - Organized a sales system for the plant products, built sales channels in Ukraine, the Republic of Belarus, the Russian Federation
  - Synchronized the activities of Sales Departments, Procurement, R&D with the production facilities of the Plant
  - Provided steady sales at competition market with dynamically increasing contribution margin in Ukraine, Belarus, Russia
- 2016 - 2017**      **Retail Chain "CLOTHES AND SHOES"**      Retail chain which sells stock of clothes and shoes  
**Head of Structural reorganization Project** (Kyiv)
- Implemented the project: "Structural reorganization of the operation processes of the retail chain"
  - Arranged complete structuring and optimization of retail network processes
  - Conducted trainings for store directors (Retail, HR, accounting system, logistics)
  - Developed and implemented operational standards for the stores
  - Implemented an effective financial motivation system for staff
- 2013 - 2016**      **UNITED MINERALS GROUP (System Capital Management)**      Investment company  
**Head of Project** (Kyiv)
- Carried out a complete cycle of activities in projects for:
    - Metinvest Holding: "Materials for slagging and refining of steel", "Metallurgical production"
    - Agribusiness: "Agricultural fertilizers, meliorants", "Granulation technologies for friable materials"
    - Mining businesses: "Mining of non-metallic minerals", "Semiprecious stones"
  - Launched projects with a total annual turnover of \$ 30,000,000
  - Developed 6 investment recommendations
- 2012 - 2013**      **SUMATRA LTD (SigmaBleyzer)**      Retail, FMCG, national chain of beauty & health, pharmacies  
**Head of Pharmaceutical Retail Chain "Cosmo-Pharm"** (Kyiv)
- Provided annual turnover of more than \$ 25,000,000
  - Achieved 10% growth of sales
  - Cosmo-Pharm was admitted as the best pharmacy chain by the version of "Panacea" in 2013
- 2011 - 2012**      **THE CORPORATION «DIAMOND SPHERE GROUP»**  
**PJSC "NIKSTROM"**      Mining of mineral resources (quartz sand of the Yuzhny Bug river bottom)  
**Director** (Mykolaiv)
- Implemented projects:
    - acquisition of the enterprise, contracting customers
    - modernization of the transport units and hydromechanization equipment
    - certification of the company (according to ISO 9001: 2008) and products (according to the "UkrSepro" system)
  - Achieved a four-fold increase in turnover
  - Carried out the systematization of mining and geological data for the development enterprise project
  - Built an effective system of accounting at the enterprise
- LLC "KAMIA"**      Poultry farming, agricultural production, fertilizers  
**Deputy CEO** (Kyiv)
- Implemented development projects for the enterprises:
    - "Agro-Ka Poltava" agro crop & dairy farming complex
    - "Podillya" poultry farm & hatchery
  - Ensured steady sales of products with an annual turnover of \$ 30,000,000
  - Systematized procedures of trade and procurement activities
- 2009 - 2011**      **CORPORATION "AGRO-Soyuz"**      B2C. Agro production and distribution of equipment & service  
**NKAM** (Kyiv)
- Provided sales of machinery and spare parts with the annual turnover of \$ 10,000,000
  - Achieved two-fold increase in sales in the channel
- Head of Sales** (Dnepr)
- Implemented active sales system, monitored key performance indexes
  - Provided sales of machinery & spare parts with an annual turnover from \$15 million with positive dynamic of profitability
  - Arranged processes on hiring & training of trading teams, liquidation of overdue receivables

- 2007 - 2008**      **AJOUR – FASHION LINGERIE HOUSE**      Retail, lingerie stores chain  
**CCO (Kyiv)**
- Achieved the 1.5-fold increase in the turnover
  - Formulated the financial budget for the RC
  - Introduced a system of motivation for staff, designed and implemented a package of standards
  - Created and launched the operation of Departments: Category Management, RC Development, etc
- 1999 - 2007**      **PALMIRA RUTA LTD (MTB Canada)**      Retail chain “Monarch”  
**Head of the regional retail chain (Kyiv)**  
**National Manager of Retail Chain Development in Ukraine (Kyiv)**
- Carried out a complete cycle of activities on the launching of 13 shops of shoes "Monarch"
  - Achieved an annual steady increase in sales in stores of the chain at mark of 25%
- 1996 - 1999**      **LLC "SIMOL"**      B2B. Distribution of products "Heinz", "Nestle", "Danone", "Nutricia"  
**Head of Kiev branch (Kyiv)**
- Built a management system for the B2B company branch: sales, accounting, warehouse, logistics
  - Launched distribution of “Lasunia”™ dairy products to the retail chains at Kyiv, Zhytomyr, Chernigov, Cherkasy regions

## Education

- 1993-1999**      **I. MECHNIKOV ODESSA STATE UNIVERSITY**, Faculty of Mechanics & Mathematics, Mathematician  
**2018-2020**      **KYIV-MOHYLA BUSINESS-SCHOOL**, Executive MBA

## Additional education

<b>Management</b>	Management of enterprise financial indicators	Savchuk V.P.	2018
	The system of strategy development	Krikunov M.V.	2016
	Project Management	DTEK Academy	2014
	AGILE. Project management for creative teams	KMBS	2015
	E. Goldratt. The theory of constrains	Apple consult®	2012
	Performance management	GTRT®	2005
<b>Sales</b>	Mentoring and Coaching	GTRT®	2004
	MEDIATION. Negotiation practices	KMBS	2015
	Building effective B2B sales	NTA®	2009
	Sales Techniques	GTRT®	2004