

Nick Vorobiov



Head of Sales, Marketing and Business Development

19 years of experience in increasing the income of IT and B2B companies

Focused on the rapid growth of sales through systematization, optimization and scaling

Ready to relocate or work remotely. Currently in Lviv, Ukraine.

+38 (063) 764-5668

me@nickvorobiov.com

Skype: [nickvorobiov](https://www.skype.com/people/nickvorobiov)

<https://www.linkedin.com/in/nickvorobiov>

Experience

19 years of B2B sales experience: IT (SaaS & enterprise software, software development), digital marketing, business consulting

16 years of managing revenue / commercial departments up to 70 people

14 years of consulting / coaching experience

10 years of experience in sales to English-speaking markets (North America, Europe, Middle East, Asia)

10 years of IT sales experience (closed deals up to \$1 million)

10 years of startup experience (3 startups - IT SaaS, digital marketing & educational)

8 years of software development (Python, JavaScript, SQL, APIs)

7 years of business analysis & process optimization

6 years of building dealer / partner networks

6 years of B2C sales experience: IT SaaS, business consulting, online and offline education

5 years of digital marketing experience

Skills

Implementation of the full cycle of attracting customers from lead generation to signing a contract and subsequent upsells

Development and implementation of a sales growth plan

Standardization, optimization and scaling of the sales department

Operational management of the commercial department (sales, marketing, partnerships), organization of effective team work, budget compliance, plan implementation, achievement of KPIs and revenue goals

Recruitment and training of personnel, creation of motivation systems, job profile, adaptation systems, training and quality control systems

Optimization and scaling of the flow of incoming traffic / lead generation

Personal sales, presentations and negotiations

Building and developing a dealer network

Launching sales of a new product, bringing a product to a new market

Creation of a sales and marketing department from scratch or development of an existing one

Projects and achievements

since March
2019

Remote

Sales, Marketing and Business Development Consultant

Freelance & contract work for various IT & B2B companies

Launched B2B SaaS product sales from scratch for a Singapore product startup - developed and tested search and acquisition funnel options, cold emails, follow-ups, product presentation scripts, personally negotiated and attracted first customers via LinkedIn

Conducted an audit of the marketing and sales system for a Ukrainian IT Outsourcing company - identified weaknesses and opportunities, developed recommendations and a strategic plan for marketing and sales development

Found partners for a B2B tour operator in Malaysia and Switzerland - did business trips to Kuala Lumpur to negotiate with partners, found Swiss partners remotely

since April 2020

Remote

Head of Sales of the group of companies

Holding management company, Multiple companies management, business development, IT

Created a partner network - developed a strategy for attracting partners, created onboarding materials for partners, commercial offers, found and attracted 37 partners

Developed and implemented a 3-month plan to increase sales

Developed and automated sales and marketing benchmarks (KPIs)

Standardized sales department operations

Developed product marketing kit - landing page, commercial offers, product sheet

October 2016
December 2019

Remote

Head of Sales and Marketing

ICOACH LLC, Digital Marketing Agency

Built a remote sales team from scratch (5 members) and a remote digital marketing team (20 members)

Developed 12 templates for automated sales funnels and built over 300 funnels for customers with those templates

Launched 1000+ advertising campaigns in social networks

Launched an ad campaign which brought 150 leads a day at 15 cents per lead

Implemented end-to-end marketing and sales analytics and decreased CAC by 50%

Created an automated realtime KPI monitoring system

Developed and launched new products - analyzed markets, developed portraits of the target audience, USP

Developed pricing and discount policies

Developed a commercial proposal, landing page and automatic sales funnel, sales letters, videos and chatbots

Developed sales funnel, scripts and instructions for salespeople, motivation system, sales manager candidate selection system, and sales manager onboarding system

Developed standards and instructions for marketers, PPC specialists, copywriters, designers and SMM specialists

Closed 300 deals with partners

December 2009

October 2016

St. Petersburg

Head of Sales and Marketing

Reality LLC, Business coaching and personal growth trainings

Opened 6 regional and 3 international offices of the company, found partners in 24 cities

Brought the company to the international market - Germany, Czech Republic, Ukraine

Hosted more than 100 live events, presented at live events of up to 1200 participants and webinars up to 500 participants, hosted 3 TV projects

Supervised the sales department of 70 people

Developed and implemented marketing and sales strategies

June 2004

November 2010

Moscow

Head of Sales

Dasoft LLC, Software development and system integration

Carried out a department reform, divided universal managers into Lead Generators, Telemarketers, Sales and Account Managers

Standardized the work of the sales department - developed and implemented business processes in sales, sales scripts, standards & instructions

Developed a sales department from 3 to 18 managers (1 leadgen, 7 telemarketers, 7 sales and 3 account managers)

Created a 7-person telemarketing department (call center) from scratch, developed scripts, hired and trained employees

Launched sales of 3 new products
Brought the company to an enterprise market
Created a branch in a new city from scratch
Created partnerships with health departments of 5 Moscow districts
Captured 25% of the Moscow polyclinics market with a product for the automation of the HR department
Increased company sales by 4 times in 100 days
Brought in accounts up to \$1,000,000

Master's Degree

2005 Master of Commercial Logistics
 St. Petersburg State University of Economics and Finance, Russia
 Faculty of Commerce and Marketing

2000 Financial and business mathematics
 1 year study in Technical University of Munich, Germany

Certifications and courses

2019 Sales as a system, BM Institute

2004 Master of Neuro-Linguistic Programming, Moscow NLP Centre

2001 Microsoft Certified Systems Engineer (MCSE), Microsoft

Languages

English — Proficient
Russian — Native
German — Good
Ukrainian — Good

Personal Qualities

Independent and responsible
Result-oriented, thinking and talking in numbers
Not afraid of difficulties, able to operate in conditions of uncertainty
Flexible and willing to learn
Active, cheerful, energetic, likable and charismatic
Love to achieve great results