



# Natalia Karpycheva

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Born in Vladimir (Russia) on October 29<sup>th</sup>, 1977  
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## Professional Profile

Senior Manager with 10+ years of experience in **Sales, developing sales strategies**, creating sales **pipelines**, and leading network of distributors. Experience in **Business Development** of new channels for **marketing products**. **Business Administration** costs-driven and optimizing company resources; **good business –understanding** in new sectors/ markets. Ambitious and result-driven, I am a **Project** and **Business Development Manager** with solid background in developing and leading new projects, new channels and new markets, customers supporting and increasing customers loyalty. I have strong passion and experience in motivating people and leading teams. I get on well with people on all levels.

## Professional Experience

March 2019 – August 2019

*Midà Srl, FORLI' (Italy)*

**Business or Sector: Timber Industry.** *Italian manufacturing company which produces and sets up the contemporary furniture, bespoke interiors; tailored to your desires for hotels, company headquarters, homes and craft. 60 employees, turn-over 9 million Euro*

### Head of Technical Department

**Project management:** Leading and optimization of using materials, **Developing of relationship with suppliers** (on behalf of third parties), **developing relationship with customers**, developing and **making things happen due to plans** with all project's steps. **Set up budget** of project costs. Strategic planning on project development, risk management and coordinate technical rules definition to drive perfect production time. Quality check process coordination.

#### Main results:

- \* Cut design time almost to 25 percent in ongoing projects;
- \* **Full management of customized projects** from concept phase up to production; **support the customer in all development phases in order to find the best compromise between product specification and investment needed.**
- \* Development from zero level and implementation of internal business procedures for Technical Department.

July 2013 – February 2019

*IDENTICAL snc, Bologna (Italy)*

- **Business or Sector: Wholesale.** *Electronic components based on identification recognition technologies for Security technologies (access control terminals, time attendance, identification solutions, sport equipment and accessories (software), parking equipment and motorway, banking equipment.*

## Senior Sales Executive

**Developing and executing the sales strategies, creating sales pipelines and achievement of sales goals,** managing geographical area to maximize its sales potential, set up budget of costs and commercial profits on the projects, supervision and keeping them under control, making analyses of differences. Meeting customer needs, managing and negotiating with customers, qualifying prospects and managing sales of products and services. To build profitable long-term relationships with both new and existing customers. Making things happen in accordance of plans and budgets. Develop, update and maintain a database of existing and potential customers. Coordinate and follow-up on existing leads initiate contacts, generate new leads and bring on new customers.

Main results:

- Monitor the main trends of Market needs, **identifying new opportunities for business development, leading commercial negotiations, sales business meetings. Leading and increasing customers loyalty. Gain new customers, creating new sales and marketing pipelines.**
- **Full management of customized projects (Identifying, developing, leading)** from concept phase up to serial production: analysis of customer specs and feasibility study (technical drawing approval), prototyping and product testing, product optimization and release of final spec for mass production. **Support the customer in all development and industrialization phases in order to find the best compromise between product specification and investment needed.**
- **Successful entry into new markets:** with security products with banking equipment, and motoway and security technologies. Promotion of Italian and European manufacturers in markets of The Russian Federation and East Europe (as well as the opposite). I'm well aware of peculiarities of those markets. I've been collaborated for several years in sales of banking equipment,

**July 2004 – January 2013**

**IRIS, Mosca (Russia)**

- **Business or Sector: Facility Management:** *one of the biggest Russian enterprises in property and facilities management business. Real estate management, tenants relations management, lease agreements and payments, building manager services. Maintenance of engineering systems and equipment, repairs, 24-hour emergency service. Event catering, meals delivery, outside catering, corporate catering. Protection of office buildings, security patrols, warehouse guards, mall security guards, effective cleaning inside buildings and on the premises. More than 1 500 persons and revenue for around 25 million Euro.*

**Director of Quality Control and Finance Analysis Department**

In charge of establishing limits of different type of costs; **remediation and optimizing resources based on analyses making profit grow. Comparison analyses of business results.** Costs driven.

Constant streamlining of **internal business procedures** and **increasing their efficiency** in the company in order to cope with the fast growing of business, including the procedures in warehouse, logistics, cleaning services, financial operations, sales approach. Results driven and keep following up on remediation.

Main results:

- **Developing and maintaining internal accounting principles, best practices, and systems for collecting, analyzing and reporting information.**
- Creating from zero level and implementation of internal business procedures:
- equipment purchases internal procedures: obtaining price quotes, organizing/comparing different options;
- for facility services delivery,
- challenging commercial tenders, general costs control and optimization.

**February 2002 - June 2004**

**OAO «Profil» Building materials, Vladimir (Russia)**

**Business or sector:** Building Materials Industry.

**Chief Economist**

In charge of financial statements analysis and interpretation for decision-making purposes. Controlling overheads, receivables, payments. Taking part in setting up a budget. Collecting statistics and calculating all kinds of costs and expenses; Establish limits of different costs; Consulting with regard to tax optimization schemes.

Main results:

- Leading startup of new automated operation system of accounting and costs controlling based on new principals of economy and resource optimization.

**February 2000 - February 2002**

**Vladimir Chemistry Factory, Vladimir (Russia)**

Business or sector: Organic Chemistry Industry

**Economist**

In charge of costs study, expenditure planning; collecting statistics and calculating all kinds of expenses; analyses of business results.

Trainings and educations

01/09/2013–31/12/2013 [Diploma of Certified Sales Manager](#), Bologna Chamber of Commerce, Bologna (Italy)

2014 – 2018 Constant professional development in the field of Sales and Marketing as well as Personal growth: take part in postgraduate courses of Livio Sgarbi (personal growth), Roberto Re (personal growth), Frank Merenda (marketing), Pasquale Acampora (sales B2B).

01/09/2005–31/03/2006 [The ACCA Diploma in International Financial Reporting](#)  
Stekaudit professional school, Moscow (Russia)

01/09/1994–31/08/1999 [Master's Degree in " Management and Business Administration"](#), Vladimir State University, Vladimir (Russia)

01/09/1992–31/08/1994 [Diploma of high business Economics school](#)  
INDUSTRIAL AND COMMERCIAL COLLEGE, Vladimir (Russia)

Language and systems knowledge

- Italian: Fluent in reading, writing and speaking
- English Advanced: Fluent in reading, writing and speaking
- Russian: mother tongue
- Operating System: Windows
- Excellent knowledge and constant use of operating systems as DOS, Linux, Windows Office (Word, Excel, Outlook, PowerPoint, Access, Expert PDF Professional), PDF Creator, Adobe.

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