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Education



Dnipro National University, Post-Graduate Student, 2009 - 2012

Research topic: MNEs' role and impacts on national economies

Dnipro National University, Master's degree in international economics, 2004 -2009

International Economics Department

Lyceum of Informational Technology 2001 -2004

Advanced Course. Programming & Web Design

Experience



Head of Sales B2B

FEB 20 – NOW

Activities & Achievements:

- **Increasing B2B sales:** from 0 to 540 million UAH in 1.5 year after lockdown ([link](#))
- **Increasing number of B2B customer:** from 0 to 13500 customers in 1.5 year
- **B2B department creation:** 9 sales managers (2 KAM, 2 Field Sales managers, 5 referral sales managers). Creation & providing of standards, strategy, KPI's
- **Chain and partners management:** key chains negotiation and more favorable B2B conditions signed with [METRO Cash&Carry](#), [Auchan](#), [Novus](#), [Megamarket](#), [Varus](#), [Tavria-V](#), [EkoMarket](#), [Vostorg](#), [Stolychniy](#), [Ozerka](#) open market. Ensured results through joint value creation together with partners, building sustainable relationships in B2B.
- **Launching of B2B department in other countries**
- **IT-solutions providing:** automatization of sales solution front and back-end project management – [b2b.zakaz.ua](#) & b2b registration e. g. - [b2b.zakaz.ua/auchan](#)
- **B2B marketing strategy creation and providing:** digital marketing solution standards improvement.
- **B2B sales channels strategy management:** develop and implement strategy and tactics for HoReCa, Traders, Offices, B2G customers.
- **Sales & performance management:** sales planning and forecasting, high level service delivery, KPIs tracking and analysis, tactics and priorities adjustment.
- **Budgets and P&L:** development, analysis and relevant action plan providing
- **Business development:** key customers negotiation, ensure results through joint value creation together with customer, building sustainable relationships.
- **Sales force management & Building the team:** interviewing, ensure onboarding, individual development planning, mentoring and feedback, build and implement certification plan, adjustment of motivation program.
- **Sales process improvement:** territory rerouting and RGM process providing.
- **The Best employee of the Commercial Department 2021**
- **Member of the Ukrainian Restaurant Association - [UARA.org.ua](#)**



Regional Sales Manager B2B (Center Region)

AUG 2018 – FEB 20

Activities:

- **B2B sales channels strategy management:** develop and implement strategy and tactics for HoReCa, Traders, SCO (households) customers.

- **Sales & performance management:** sales planning and forecasting, high level service delivery, KPIs tracking and analysis, tactics and priorities adjustment.
- **Budgets and P&L:** development, analysis and relevant action plan providing,
- **Business development:** key customers negotiation, ensure results through joint value creation together with customer, building sustainable relationships.
- **Sales force management:** 5 teams, 29 Sales Managers
- **Building the team:** interviewing, ensure onboarding, individual development planning, mentoring and feedback, build and implement certification plan, adjustment of motivation program.
- **Sales process improvement:** territory rerouting and LEAN process providing.

Achievements:

- Territory development strategy aligned with Country Strategy
- New channel “SCO Pro” initiated and successfully developed
- New role of Field operation manager initiated and provided within restructuring
- “Sales Force Cup” initiative initiated and implemented

KPI's:

Increasing HoReCa sales + 18% vs LY; Visits +9% vs LY; TI% +2 pp
 Increasing Traders + 6% vs LY; Visits vs 8% vs LY TI% +4 pp
 Delivery sales increasing + 48% vs LY
 Stuff turnover decreased from 65% to 5%
 Overdue debts decreased from 18% to 9%

Regional Sales Manager HoReCa

MAY 2018 – AUG 2018

- HoReCa channel reinvigoration in Central Region
- Team development
- Sales force management: managing of 4 teams, 20 Sales Managers

National Sales Trainer

FEB 2018 – MAY 2018

- Functional standards for B2B sales department development
- Certification of the sales department development and deployment
- Development of capability strategy for the sales team and individual development planning
- Training programs development and delivery followed up by field coaching (Sales Manager work routines, Regional SM, HACCP for SM, Effective customer visit, Selling Skills for Store Management)

Regional Sales Trainer

Jul 2016 – Dec 2017

- People development according to business needs (middle management) from creating up to schedule implementation (training plan for region-branch-manager IDP&ADP)
- Training activities development and delivery
- Project management: new business concept creation, adaptation and implementation from scratch
- On the rout development & coaching sessions (ASMs, STLs, MDs)
- Assessment center and talent development (motivating, coaching, mentoring)

Area Sales Manager

Dec 2012 – Jul 2016

- The best area sales manager of East 2015
- The best dynamic indexes (Nielsen Ukraine) - Market Share, Numerical Distributions, Weighted Distribution in Ukrainians millions cities.
- Realization of projects aiming to dominate over competitors: «Red Zone – City Center without Pepsi», «Red gate into the city – train station, bus station», “Red Zones in central parks”.



- Initiating and signing the effective contracts with key customers (about 50 contracts; 300 outlets)
- Effective talent management: two successors became ASMs
- Best results of the team in MIT 2013
- Best team in Ukraine «Brazil championship 2014 »
- Silver badge with ruby of company loyalty (5 years)
- Channel management of HoReCa channel, KA chains, local chains, distribution
- Acting as Branch Director
- First place in ACM ranking in the branch in 2012 and 2013
- Certificate of the Program FFWD2 GROWTH 2013
- Certificate of the Program FFWD1 GROWTH 2012

HoReCa Sales manager

Jun 2012 – Dec 2012

Business developer at visit territory

May 2011 – Jun 2012

Business developer. Regional rout

Feb 2010 – May 2011

Junior Business developer

Nov 2009 – Feb 2010

Other professional activity



APR 2017 – APR 2018 [IQOS Coach & Trainer](#), project work & part time job (Eastern Ukraine)



DEC 2017 – FEB 2018 [Bio3&AlphaDent](#) IMPLANTS Sales Force project development



FEB 2020 – NOW [S-ResearchAgency.com](#) Founder



OCT 2020 – NOW Sales Trainer blog – [www.MaxStukalo.com](#)



SEP 2020 - Speaker at the "[Trade Marketing HUB XVII](#)" event - [hub1.com.ua](#)



SEP 2021 - Speaker at the "[Odessa Digital Forum 2021](#)" event - [odessadigitalforum](#)

All Retail

SEP 2021 - Article "[Reducing food cost in HoReCa](#)" – It-portal [AllRetail](#)



DEC 2021 - Speaker at the [#FTradeClub2021](#) event - [FTradeClub2021](#)



DEC 2021 – Article "[Organization of uninterrupted supply without buyers for HRC](#)" – food portal - [POSTEAT.UA](#)