



«Search for new opportunities for business. Create new solutions. Inspire people».

## ABOUT ME

Experienced Director Of Sales And Business Development with a demonstrated history of working in BtoB. Skilled Direct Sales, Project Management, Leadership. Marketing Management, Business Planning.

41 years old, married,  
2 kids: 12 and 9 years old.

## MY VALUES

- RESPONSIBILITY
- CARE FOR THE PEOPLE
- OPEN-MINDEDNESS
- TEAMWORK

# IRINA KIURU

**STRATEGIC MARKETING & BUSINESS  
DEVELOPMENT DIRECTOR, LINDSTROM RUSSIA**

## MY GOAL

To promote and bring to life the most innovative and crazy ideas through the easy communication with people.

## LINDSTROM WORK EXPERIENCE

### STRATEGIC MARKETING & BUSINESS DEVELOPMENT | 2018 - TILL NOW DIRECTOR, RUSSIA

- Create, support and manage strategic, operational and practical marketing initiatives and actions all over Russia
- Main KPI: improvement of sales efficiency in 16 sales teams in 10 business units by 32 %
- Direct sales to the key customers
- Sales development: go-to-market plan by region and customer segments, price strategy, motivation, training programs, coaching of key sales people.
- Expanding product and service portfolio and geographical expansion.
- Coordinate and drive internal and external resources to support business development
  - 9 people in team
  - 6 Sales Directors & 12 Sales managers in 6 regions in indirect submission

### ACHIEVEMENTS

- 40,6%** - Growth of sales for 12 months
- 32%** - Sales efficiency improvement (12m rolling)
- 206%** - Number of incoming leads for 2 years, conversion rate increased from 12 to 22%

### TELE SALES WEBSTORE

- Launch of new sales channels

## PROFESSIONAL SKILLS

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- MANAGEMENT
- SALES
- NEGOTIATIONS
- PLANNING
- ANALYTICS

## PERSONAL QUALITIES

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- GOAL-SEEKING
- COMMUNICATION SKILLS
- FLEXIBILITY
- ABILITY TO LEARN
- LEADERSHIP

## MY INSPIRATION

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People inspire me the most.  
Communicating with interesting people gives birth to ideas and a vision of how to implement them.

## CONTACT ME

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### MANAGER OF CLEAN ROOM PROJECT

2015 - 2018

#### ACHIEVEMENTS

Successful launch of new business line

### AREA SALES MANAGER

2006 - 2015

- Searching for Big and Mega potential clients (B2B), annual revenue more than 5 mln. rub
- Creating unique solution for the customers based on their needs
- Negotiations on Top level
- Full management cycle from the moment of client interests to signing the agreement and providing post- sales service;
- Achieving monthly set sales targets

#### ACHIEVEMENTS

Winner of Best Group Sales (24 countries) in 2007, Every year in Top10 based on worldwide sales, Winner of President Circle.

### SALES REPRESENTATIVE

2004 - 2006

- Searching for potential clients (B2B)
- Maximising the number of sales
- Daily market research
- Weekly reporting to a higher manager
- Strengthening the constructive cooperation with all customers, ensuring a high level of service
- Active participation in all training programs

#### ACHIEVEMENTS

Best Newby of the Year in 2005



## MY EDUCATION

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Saint-Petersburg State University, Higher education

**MANAGEMENT**

**FACULTY OF ECONOMICS. SPECIALTY: NATIONAL ECONOMY**

**1997 - 2002**