



PAVEL NOSIKOV

Highly driven and autonomous business development professional with a **ten-year experience** of leading a company from the ground up.



03.04.1983



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LINKS



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EXPERIENCE

2009 - 2020

Concrete tender system M350 (m350.ru)

Chief Executive Officer

Achievements

- 2009-2012, growing market: doubling net profit three years in a row (8x overall),
- 2013-2014, mature market with increasing competition: sales and profit growth by a 40%-raise of revenue per item, 20%-raise of a request-to-sale ratio,
- 2015-, declining market: further 20%-raise of a lead-to-sale rate, raise of a profit-to-revenue rate

Brief summary of results: total RUB2,2B of deals run by the system (all commercial, no budgetary expenditures)

What I did for that

- Hired, supervised, and fired personnel and outsourcers,
- Optimized business processes, created a 65-page manual for sales/account managers,
- Supervised marketing activities (corporate partnerships, SEO, advertising campaigns),
- Supervised retention: segmented clients into groups and elaborated offers valuable to these groups,
- Analyzed sales for different products, areas, sales funnel stages.

Reasons to reside

- Current state of the ready-mix concrete market in Moscow (3 of 4 former leading players are bankrupt/out of business),
- A decrease of customer trust in all market players because of massive fraud in the industry,
- Inability to withstand competition with dumping scammers.

EDUCATION

2019

Product University

B2B Sales Acceleration Program

1999 - 2004

National Research University of Electronic Technology (MIET)

Informatics Systems in the Economy

SKILLS

- ✓ Quickly get competence and references in new industries
- ✓ Handle several urgent tasks and calls with rude partners simultaneously with finding time for non-urgent important tasks
- ✓ Speak in public (conferences, rallies)