**Mr. Alexey Litvin, G.**

Citizen of Ukraine, Russian language is a native

Live in Brooklyn, NY, USA

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Born 27/01/75

B1/B2 Visa, no work permit

Accept the salary in cash or check only, have a company

# The Goal

Work at a manager position, where my previous experience could be applied. Local sale representative functions are considering.

**Education.**

• 1999 graduated from the **Odessa Polytechnic University,** **"Electric drive and automation systems, computer-controlled"** specialization

**Personal qualities.**

• Career oriented

• Goal oriented

• Capable to work in a team;

**Experience:**

• Leadership roles and organization of the collective;

• Operational, strategic planning and budgeting;

• Negotiations at any level;

• Analysis of a market and the competitive environment;

• Promotion of new brands, increasing sales and brand awareness of presenting brand portfolio;

• Work with retail chains, distributors and dealers;

• Creating specifications for working database, documentation system, CRM and B2B systems;

• Development of institutional and regulatory documents;

• Developing new channels and marketing activities;

**Work Experience.**

**FEB.09 – JUN.14 of Berli LTD aka Allchips and a shareholder of the company**

• Open a new office, hiring staff;

• Negotiations with suppliers and signing contracts with electronic components manufacturers, distributors and stock holders. Permanent searching of new businesses related to IT - field.

• Made one of the leader in the IC related and components field. Open an office with HK registered company in Shenzhen, China. Hired the company CEO in Shenzhen.

• Opening the second company. Main directions are IC and others electronic passive and active components. The business direction began recently, but profitable and bring a good ambitions.

• Working up and developing of products portfolio, development of distribution channels, creating products for distribution through retail chains

•Researching and analyzing the market in proper segments. Setting prices and maintaining margin of the whole product range.

 •Permanent close contact with vendors, negotiations and setting general policy for Ukrainian market.

•Introduce and run various marketing and promotion activities.

• Implementing corporate projects based on the thin clients’ application

• The company is successful at the moment, but significant changes in the country - the criminalization of the economy, greatly complicate the work.

**07.07 - 02.09** **The head of the regional branch in Odessa, Ukraine, the company Engler**

• Opening an office, hiring staff;

• Creating of client base in South-Western region of Ukraine, customer segments: wholesale, retail, corporate segment and integrators;

• Distribution brands: TP-Link, Planet, Toten, InnoVision, JNC, Codegen, Shipp group, Nexans Telecom, Loop

• Brands presence was increased in the region significantly, company’s turnover was increased in several times.

• Product manager of Planet, InnoVision, responsibility for overseas purchasing, price setting, promotion, keeping the market share of brand’s position.

• Developing of business plan for VoIP services, implementing the plan and creating new field of company’s business

• The reason for the termination of cooperation - the closure of the wholesale direction of the company

**11.06 - 07.07 for the Head of TM “F&D” multimedia products (not related to Fenda’s company brand).**

• Developing the concept of the brand;

• The development of the product portfolio;

• Develop sales, marketing and purchasing plans, budgets;

• Search and selection of Asia manufactures;

• Selection of optimal logistic schemes of delivery the goods to Ukraine;

• The organization of storage process of goods in Ukraine and China;

• Branding;

• Distribution of goods through distribution channels (pricing, motivating , promotion**)**

• Overall, the project was successful, until the direction has ceased funding, as company had a major brand “Edifier”. The funds which was invested to the project was put into Edifier brand.

The other experience which was not mentioned in current CV was completely related with IT business. I used to work in at product manager position.