



ROMAN GOLOVIN

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PROFILE

Successful, result oriented manager with over 10 years of experience in B2B marketing.

Main career interests:

- data science & machine learning cases in B2B sales & marketing
- commercial excellence
- CRM & digitalization
- sales & operations planning and optimization
- development of marketing function, business processes improvement in sales & marketing

EXPERIENCE

2015 - pres.t. **Rusvinyl**

Leading Russian PVC producer, JV of Sibur & Solvay (circa 500 employees - USD\$300mln turnover)

Head of marketing

Moscow, Russia

Responsible for leading all marketing activities for PVC and caustic soda in Russia, CIS, and international markets:

- commercial excellence (commercial strategy, service models, transactional pricing, value based pricing, short-term price forecasting using AI/ML tools)
- pricing (monthly pricing decisions update, individual pricing cases with customers)
- CRM system design and implementation
- digitalization of all regular marketing reports & analytics with BI tools
- conducting various add hoc research, estimates and analysis
- sales & operations planning
- commercial assumptions for investment projects (capacity expansion, new products)
- mid/long term forecasting of sales/prices (for budgeting, on demand)
- support for GR activities
- communications with marketing agencies, consulting firms
- making presentations for top management and shareholders
- managing marketing budget (USD\$0,15 mln)
- leading team of 3 marketing analysts

2009 - 2014 **EVRAZ**

Steel and steel products manufacturer (circa 120,000 employees - USD\$16bn turnover)

2013 - 2014 **Head of marketing of international assets**

Chicago, USA

Responsible for delivering strategic market research for EVRAZ tubular and flat assets in North America:

- development of strategic outlook for OCTG products: forecasting market balance, competitors' analysis and benchmarking, development of strategic action plan
- market study of premium connections market for Canada: market segmentation and sizing, analysis demand drivers for premium connections, clients' analysis
- market analysis of LPD market for Canadian LNG projects: LNG global market forecasting, assessment of competitiveness of Canadian LNG projects, Canadian LPD market size forecasting,
- market study and sales forecast for beam market in Europe for mill reconstruction project in Ukraine
- search and study of niche markets for flat products business in US
- development of information channels: participation in conferences/exhibitions, communications with industrial analytical agencies

2009 - 2013 **Head of marketing of Russian and CIS assets**

Moscow, Russia

Responsible for running marketing research and sales supporting activities for construction, industrial, transport steel products and raw materials in Russia and CIS:

- conducting various marketing research and analysis: new markets, new products, new competitor entering market, commercial assumptions for investment projects, competitiveness analysis, price and profitability forecasting, sales volumes forecasting, search for new clients
- sales strategy development: market demand-supply balance forecasting, market segmentation, distribution channel analysis, sales volumes targeting across markets/clients, price forecasting
- preparation of standard weekly/monthly/quarterly marketing reports/presentations for top management and sales
- development of information channels: building of relationships with clients, participation in conferences/exhibitions, communications with industrial analytical agencies and business consultants, running client interviews, search for information about competitors
- managing team of 7 marketing analysts

2007 - 2009

PACC Consulting company

Moscow, Russia

Management consulting company (circa 30 employees)

Senior consultant

Responsible for various analytical tasks on management consulting projects with various middle size companies:

- preparation of commercial proposals
- running negotiation with potential clients
- project organization (work plan, communications plan),
- problems identification (running diagnostic interview with client's people, root cause analysis)
- solutions work out (cost-benefit analysis, assessment of alternatives, preparation of action plans)
- making presentations and project reports
- managing team of 1-2 consultants

Project examples:

- cost reduction for chemical plant
- business process redesign for hypermarkets retail chain
- appraisal of chemical plant acquisition project
- organizational structure unification for refinery plants of oil company
- assistance in outsourcing of maintenance force for steel company

2006 - 2006

X5 Retail Group

Moscow, Russia

Food retail chain (circa 4,500 retail stores - USD\$12bn turnover)

Strategy analyst

Responsible for various analytical tasks:

- development of strategic financial models
- market size evaluation and forecasting
- competitors' organic growth & logistic expansion plans monitoring and analysis

2005 - 2006

ERNST & YOUNG

Moscow, Russia

Senior Consultant

Responsible for various analytical tasks on management consulting projects with Gazprom, Rosneft, and other clients:

- preparation of commercial proposals
- running negotiation with potential clients
- project organization (work plan, communications plan)
- problems identification (running diagnostic interview with client's people, root cause analysis)
- solutions work out (cost-benefit analysis, assessment of alternatives, preparation of action plans)
- making presentations and project reports
- managing team of 1-2 consultants

Project examples:

- supply chain function optimization for electric grid company (including optimal safety stock level programming in Visual Basic for Excel and Crystal Ball)

- analysis of cash management system for oil company
- analysis of budgeting system for oil&gas company

2004 – 2005

UES Russia

Moscow, Russia

Russian energy company (circa 450,000 employees – USD\$33bn turnover)

Investment project analyst

Responsible for investment project analysis & assessment, and development of investment business process:

- evaluation of strategic investment projects and deals (DCF modeling, risk analysis with programming in Visual Basic for Excel)
- development of business plans for investment projects
- standardization of investment process across subsidiaries
- development of project appraisal methodology
- coordination of investment process improvement projects
- preparation of presentations for top-management

EDUCATION

2004 **New Economic School (Russian Economic School), MA in Economics** **Moscow, Russia**
 2002 **Moscow Aviation Institute, Bachelor in Finance (with distinction)** **Moscow, Russia**

PERSONAL

- Language: Excellent in English and fluent in Russian
- Soft skills: creative, self-driven, result-oriented, team player, hard working, strong leadership skills, excellent communication skills.
- IT skills: MS Office, Power BI, Python (incl. Sklearn tools), R, SQL (DML), Power Pivot & Visual Basic for Excel, Crystal Ball, Photoshop, Axure, MindManager.
- Personal: open minded, easy going, good sense of humor, non-smoker.