

Alexander Kuguk

Commercial Director / Head of Sales

CONTACT

a@kuguk.net
[linkedin.com/in/alexander-kuguk](https://www.linkedin.com/in/alexander-kuguk)
[kuguk.net](https://www.kuguk.net)
[+49 175 3762525](https://wa.me/491753762525) WhatsApp
[@alex_kuguk](https://t.me/alex_kuguk) Telegram
Berlin

RESULTS

12

people in sales and customer success at Creative Quarter

~\$5 M

annual company revenue at Creative Quarter

8+

percentage points of occupancy growth at Creative Quarter

20+

companies signed to three-year leases by my Forum team

WHAT I OWN

I own **revenue and margin targets, pricing and deal terms**. I set the **go-to-market strategy** and keep **sales, marketing and product** aligned behind it. I **hire the team**, run **sales enablement and onboarding**, and manage **team performance**. I keep the **pipeline, CRM and forecast** accurate, lead **key accounts and large deals**, and protect **renewals and client retention**.

SKILLS

Sales Leadership

Pricing & Packaging

CRM Processes

Retention & Renewals

AI Email Personalization

Pipeline & Forecasting

Complex B2B Negotiation

Sales Coaching & Enablement

AI Lead Enrichment

Sales Integrations & CRM Sync

EXPERIENCE

Sep 2026 - Present
1 mo

2000 2026

Business Development Manager

CitedLift (part-time) · Amsterdam Area, Remote

Sell AI-visibility audits to B2B brands in Europe and the US.

- Lead prospecting, discovery, audit and proposal for new business

Apr 2023 - Present
3 yrs 6 mos

Independent Sales Development Consultant

Self-employed · Remote

Run outbound sales development for B2B SaaS clients, paid per qualified meeting held.

- Define the offer, target accounts, ICP and meeting qualification criteria
- Set pricing, terms and contracts and take responsibility for campaign delivery
- Run campaign setup, messaging, deliverability and reply handling

Jul 2025 - Oct 2025
4 mos

Business Development Manager

Superheroes.marketing · Toronto, Ontario, Canada

Owned international new business for a B2B marketing agency serving North America and Europe.

- Led client and partner conversations through to commercial proposals
- Introduced a regular dormant-MQL reactivation process with need-status checks and clear CRM statuses

Aug 2021 – Apr 2023
1 yr 9 mos

2000 2026

Sales Director → Chief Revenue Officer

Creative Quarter · Kyiv, Ukraine (CRO: Hybrid)

Premium workspace and managed services business with about \$5M in annual company revenue, 3,000+ work-places and roughly 16,000 m² of Class A space. Reported to the CEO and co-founder.

- Built the revenue function: pipeline, forecasting, pricing, hiring and renewals; grew the team to 12 across sales and customer success
- Combined workspace with legal, HR, payroll and IT services for technology companies, selling to founders and COOs
- Raised occupancy by 8+ percentage points; quota attainment above 95% and annual client retention above 80%
- As CRO, owned sales, pricing and commercial strategy, with targets for net-new sales, total revenue and EBITDA

May 2020 – Jun 2021
1 yr 2 mos

2000 2026

Sales Director

Forum Group Ukraine · Kyiv, Ukraine

Commercial real estate group with 14 business centers and warehouses. Reported to the Director of Operations.

- Recruited, trained and led a seven-person leasing team that signed 20+ companies to three-year leases
- Opened the technology segment as a named-account base and rebuilt Creatio CRM around leads and pipeline
- Managed anchor-tenant relationships and renewals; maintained portfolio occupancy above 75%

Feb 2014 – May 2020
6 yrs 4 mos

2000 2026

Senior Sales Executive & Investment Lead

Youxian Investments · Hong Kong SAR (Remote)

Early-stage growth fund investing across sectors, including IT. Reported to the VP of VC Investments.

- Helped portfolio companies develop positioning, their first sales processes and commercial KPIs for board reporting
- Screened 100+ ventures for investment and supported assigned IT projects with early seed fundraising

Feb 2010 – Nov 2013
3 yrs 10 mos

2000 2026

Chief of Bunkering Operations, Procurement Division

BUYING SIDE

Fedcominvest Monaco S.A.M. · Monaco

Built fuel procurement for a 75-vessel fleet: roughly 350,000 tonnes a year and an annual procurement budget of \$200M+. Reported to the group's owner.

- Established the department's tendering, purchasing, delivery control and reporting processes
- Negotiated international fuel supply and maintained a supplier network for port-by-port price comparisons

Jul 2000 – Feb 2010
9 yrs 8 mos

2000 2026

Head of Sales, Crude and Oil Products

MKD-Group · Moscow, Russia

Crude oil and products group covering trading, export and pipeline logistics. Progressed from sales in Kyiv to Head of Sales in Moscow; reported to the owner.

- Originated and closed supply contracts and led the pipeline crude sales desk
- Introduced deal approval based on proceeds after duty and freight
- Added a crude grade and developed the logistics chain for a Far North condensate project

TOOLS

Salesforce	HubSpot	Pipedrive	Apollo	Clay	ZoomInfo	Iemlist	Instantly
Smartlead	Kixie	Five9	Enzo	Dialfire	Aircall	CloudTalk	Expandi
Dripify	HeyReach	n8n	Make	Zapier	ChatGPT	Claude	Gemini

EDUCATION

Sep 2012 – Jul 2016

The Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Bachelor's degree, Economics

Sep 1999 – Jul 2004

Kyiv National Economic University

Specialist degree in Finance · qualification: Economist

LANGUAGES

English	full professional
Українська	native
Русский	native
Deutsch	B1