

Alex Kuguk

Commercial Director | Head of Sales | B2B Services

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SUMMARY

B2B sales leader with experience building commercial functions, leading sales and customer success teams, and negotiating complex contracts. Built and led a 12-person team at Creative Quarter, a workspace and managed-services business with approximately \$5M in annual company revenue. Previously led a seven-person leasing team at Forum Group Ukraine that signed 20+ companies to three-year leases. Currently run an outbound service for B2B SaaS clients.

CORE SKILLS

Sales Leadership | Sales Pipeline Management | Sales Forecasting | Pricing Strategy | Contract Negotiation | Team Building | Go-to-Market Strategy | Customer Retention | CRM Processes | Sales Coaching & Enablement

EXPERIENCE

Business Development Manager | CitedLift (part-time)

Sep 2026 - Present | Amsterdam Area, Remote

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

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

Founder | evadava (self-employed)

Apr 2023 - Present | Remote

Run an outbound service for B2B SaaS, with fees 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

Business Development Manager | Superheroes.marketing

Jul 2025 - Oct 2025 | 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

Sales Director / Chief Revenue Officer | Creative Quarter

Aug 2021 - Apr 2023 | Kyiv, Ukraine (CRO: Hybrid)

Sales Director: Aug 2021 - Mar 2023; Chief Revenue Officer: Mar 2023 - Apr 2023

Workspace and managed-services business with approximately \$5M annual company revenue. 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

EXPERIENCE - CONTINUED

Sales Director | Forum Group Ukraine

May 2020 - Jun 2021 | 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%

Senior Sales Executive & Investment Lead | Youxian Investments

Feb 2014 - May 2020 | 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

Chief of Bunkering Operations, Procurement Division | Fedcominvest Monaco S.A.M

Feb 2010 - Nov 2013 | 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

Head of Sales, Crude and Oil Products | MKD-Group

Jul 2000 - Feb 2010 | 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

EDUCATION

The Russian Presidential Academy of National Economy and Public Administration (RANEPA) | Bachelor's degree, Economics | Sep 2012 - Jul 2016

Kyiv National Economic University | Specialist Degree, Finance | Sep 1999 - Jul 2004

LANGUAGES

English - full professional proficiency; Ukrainian and Russian - native/bilingual; German - B1.