

Alexander Kuguk

Commercial Director / Head of Sales · B2B

I build and rebuild B2B commercial functions: the team, the sales process, pricing, and customer growth.

Open to: Commercial Director, Head of Sales in B2B · full-time, interim, or fractional · EU, remote, ready to travel

a@kuguk.net · WhatsApp +49 175 3762525 · Telegram @alex_kuguk · kuguk.net · linkedin.com/in/alexander-kuguk



PROFILE

- **Ran the commercial function.** Creative Quarter: sales and customer success team of up to 12; as CRO, owned targets for new sales, total revenue, and EBITDA. Company revenue of about \$5M a year.
- **Built sales from zero.** Forum Group Ukraine: hired a 7-person leasing team that signed 20+ companies to three-year leases. ADDM: a call center in Montenegro with 10 AI SDRs, a team lead, and 3 SDRs.
- **Builds systems.** Pipeline and CRM, forecasting, pricing, renewals, hiring and onboarding, team cadence; Sales Ops, Enablement, RevOps, and SPM in one operating model.

RESULTS

+8 pp occupancy, Creative Quarter	>95% plan attainment, Creative Quarter	>80% annual client retention	12 people in sales and CS	20+ companies on three-year leases, Forum	100+ ventures screened on sales-side GTM
---	---	---	-------------------------------------	---	--

EXPERIENCE

EVADAVA / HoSaaS — Founder, independent practice

04.2023 – present

Remote

ADDM, a US credit broker — launched an MCA sales call center in Montenegro. Built, configured, and launched a call center for MCA (merchant cash advance: business financing against future revenue). Hybrid team: 10 AI SDRs, a team lead, and 3 in-house SDRs; IT support outsourced.

- Hired the full team: a team lead and three SDRs.
- Connected and configured the dialers; advised the development team.
- Took the center to first results: qualified applications now go to ADDM underwriting.

Outbound sales development for B2B SaaS, paid per qualified meeting held: offer, pricing, terms, and campaign delivery. ICP and qualification criteria, account selection by hiring and funding signals, deliverability, AI enrichment, personalization, CRM sync.

Creative Quarter — Sales Director → Chief Revenue Officer

08.2021 – 04.2023

Kyiv · workspace and managed services · about \$5M annual company revenue, 3,000+ desks, 16,000 m² of Class A space · reported to the CEO and co-founder

Mandate. Sales Director (08.2021–03.2023): sales and customer success — new clients, renewals, retention. CRO (03–04.2023, promoted after 20 months): sales, pricing, and commercial strategy; targets for new sales, total revenue, and EBITDA.

- Built the revenue function: pipeline, forecasting, pricing, hiring, and renewals.
- Grew the sales and customer success team to 12.
- Bundled workspace with legal, HR, payroll, and IT services into one offer for tech companies; sold to founders and COOs.

Results: occupancy +8 pp; plan attainment above 95%; annual client retention above 80%.

Forum Group Ukraine — Sales Director

05.2020 – 06.2021

Kyiv · portfolio of 14 office and warehouse properties · reported to the Director of Operations

Mandate. Leasing the portfolio: new and anchor tenants, renewals; building the leasing team.

- Hired, trained, and led a seven-person leasing team.
- Rebuilt Creatio CRM around leads and pipeline; brought the forecast to planning-grade accuracy.
- Opened the technology segment as named accounts; set rents against quotes from nearby business centers.

Results: three-year leases with 20+ companies; portfolio occupancy above 75%.

Youxian Investments — Portfolio GTM and Sales

02.2014 – 05.2020

Hong Kong, remote · early-stage fund · published CV title: Senior Sales Executive & Investment Lead · reported to the VP of VC Investments

- Reviewed the sales side of startup GTM; when needed, joined the team to set up Sales Development and Sales Operations.
- Screened 100+ ventures from inbound and own deal flow; assessed market and scalability, prepared the investment case.
- Helped portfolio companies with positioning, first sales processes, and KPIs for board reporting.

Parallel roles

- **CitedLift** — Business Development Manager, part-time · 09.2026 – present. AI-visibility audits for B2B brands in ChatGPT, Perplexity, Gemini, and Google AI Overviews.
- **Superheroes.marketing** — Business Development Manager · 07.2025 – 10.2025. New business for a B2B marketing agency; reactivation of dormant MQLs.

Early career

- **Fedcominvest Monaco S.A.M.** — Chief of Bunkering Operations, Procurement · 02.2010 – 11.2013. Fuel procurement for a fleet of 75 vessels: about 350,000 tons a year, \$200M+ procurement budget (spend, not sales revenue).
- **MKD-Group** — Sales → Head of Sales, crude oil and oil products · 07.2000 – 02.2010. Supply contracts, pipeline crude sales, deal approval on netback, logistics for a Far North condensate project.

HOW I WORK

Scope	Direct: sales plan, pipeline, forecast, team, KPIs, major deals. Shared: ICP, pricing, incentives, renewals. Boundaries and decision rights agreed before the start.
Sales Operations	Pipeline stages and exit criteria, CRM discipline, dated forecasts, automation of routine work.
Sales Enablement	Playbook, qualification with BANT, MEDDIC, and SPIN, onboarding, deal reviews, and coaching.
RevOps	One customer path from lead to renewal: shared CRM and shared metric definitions.
SPM	Quotas based on team capacity, attainment reviews, incentives for margin and long-term contracts.
Cadence	SyncUp weekly; Peer-to-peer every 1–2 weeks; MeetUp with the CEO every 2–4 weeks; plan vs. actual monthly; QBR quarterly.
First 90 days	1–30: diagnose. 31–60: deal stages, cadence, first changes. 61–90: forecast, hiring plan, quotas, and incentives with the CEO.

EDUCATION, LANGUAGES, TOOLS

Education	RANEPA — BA in Economics, 2012–2016. Kyiv National Economic University — Specialist in Finance (Economist), 1999–2004.
Courses	Enterprise Sales — MEDDIC Academy, 2021 · Sales Management — pro-training.com.ua, 2020 · Product Management in IT — Web Academy, 2021.
Languages	English — full professional · Ukrainian and Russian — native · German — B1.
Tools	Creatio, Salesforce, HubSpot, Pipedrive · Apollo, Clay, ZoomInfo · Iemlist, Instantly, Smartlead · Aircall, Five9 · n8n, Make, Zapier · ChatGPT, Claude, Gemini.