

levgen Sadov

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Skilled Business Development expert offering 15+ years of experience in the VAS and CX domains of Telecom business. Bringing expertise in client acquisition and contract negotiation, along with excellent interpersonal communication, relationship-building, and team leadership abilities. Results-driven and proactive. Interested in a Sales / Business Development / Account management position at Telecom or IT company where I can apply my experience and knowledge to grow the employer's business. Also consider other industries such as iGaming, Electronic Entertainment, Adult, etc as I keen to learn new domains and technologies.

EXPERIENCE

UNIFUN INTERNATIONAL, Kyiv

Country Manager, Ukraine | Nov 2020 - Feb 2022

Main objectives:

- Establishing and maintaining business relations with Mobile Network Operators and other partners in the country
- Payments and debts control
- Overall management of local legal entity

AIRG CORP, Kyiv

Business Development Director, CIS | Oct 2019 - Sep 2020

- Establishing and maintaining business relations with Mobile Network Operators and other partners in the region
- Markets analysis
- Commercial negotiations
- New services launch
- Established relations with MNOs in Uzbekistan, Tajikistan and Moldova
- Got partnership with mobile VAS companies in Moldova, Belarus, Kazakhstan, and Tajikistan
- Negotiated and prepared new service launch in Uzbekistan and Tajikistan

CINE-BOOKS ENTERTAINMENT, Kharkiv

Strategic Business Development Manager | Apr 2018 - May 2019

- Worked with marketing and product teams to create and deploy mobile entertainment portal filled with cinematic content created by the company
- Participated and actively engaged in strategy meetings with other shareholders
- Established and maintained relations with Mobile Network Operators and mobile
- VAS companies in Africa and the Middle East regions
- Agreed joint project with Kenya's largest mobile operator
- Researched and identified opportunities for markets expansion

UNIFUN INTERNATIONAL, Kyiv / Chisinau

Business Development Manager | Aug 2013 - May 2018

- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom-line profit
- Negotiated and closed long-term agreements with new Mobile VAS partners in Africa, the Middle East, Asia
- Negotiated, prepared, and signed tens of contracts with Mobile Network Operators in the same regions
- Collected data and performed customer needs analysis
- Worked with marketing teams to create, deploy and optimize effective campaigns for Telecom clients
- Collaborated with sales and marketing departments to support business objectives and client acquisition
- Consulted with product development teams to enhance products based on customer data and needs
- Represented company and promoted products at conferences and trade shows (mainly MWC in Barcelona and Telecom summits organized by NGT)
- Account management team hiring and tutoring

AITO TECHNOLOGIES OY, Kyiv / Espoo

Area Sales Director, CIS and Baltics | *Sep 2007 - Mar 2012*

- Developed and implemented the company's sales strategy for the region
- Established and developed relations with Mobile Network Operators on different levels (from engineers to C-Level)
- Created effective strategies to target new markets after researching and analyzing competitor behavior
- Coordinated and conducted well-organized product presentations and demonstrations to potential customers at seminars and trade shows
- Developed customer relationships by constant official and semi-official face-to-face meetings
- Closed first deal for the company outside Europe (Uzbekistan)

ERICSSON, Kyiv

Account Manager, Multimedia and SI | *Aug 2005 - Sep 2007*

JIPPII MOBILE ENTERTAINMENT OY, Kyiv

*Country manager,
Regional Marketing Manager* | *Nov 2003 - Aug 2005*

TOUHLINK MOBILE KYIV

Sales Manager | *Aug 2002 - Nov 2003*

EDUCATION

INTERNATIONAL SOLOMON UNIVERSITY

Bachelor of Computer Science and Programming (Jul 2002)

ERICSSON NIKOLA TESLA

Zagreb

Ericsson GSM Specialist (Jan 2006)

ERICSSON TRAINING CENTER

Newbury

Ericsson Sales Course (Jan 2005)

ADDITIONAL SKILLS

- Relationship building and support
- Communication skills
- Partners management
- Leadership
- SW development and implementation understanding

LANGUAGES:

- Ukrainian - native
- English - fluent
- Russian - second native
- German - basic

HOBBYS

- Travel
- Poker

REFERENCES

References available upon request