



Oleg Nemchenko

+7 916 348 81 25

oleg.nemchenko@gmail.com

PROFILE

Results-oriented business development professional experienced in managing sales strategy and owning strategic projects. Designed and executed sales team efficiency improvement initiatives. Modeled, implemented and optimized operational sales processes. Skilled in analytics, problem solving and critical thinking. Highly adaptable to new teams, tasks and locations.

PROFESSIONAL EXPERIENCE

Jan '21 - now **YANDEX, Head of SMB (small & medium businesses)**

- Created an IT product with \$60M annual revenue impact, allowing customers to simplify and decrease registration time from 2 days to 5 minutes and to find a courier, organize delivery
- Gathered and headed international direct customer acquisition team of 120 FTEs
- Acquired 30k+ users through telemarketing, direct marketing and scout sales
- Enabled growth of smb segment to 30% of the business global revenue by implementation of customer development approach (communications map), increasing LTV by 60%
- Spread the product and clients' acquisition and retention approaches on EMEA, CIS and LatAm markets
- Developed a new Corporate Strategic Planning methodology and coordinated all related activities

2016-2021 **GOOGLE, Market Strategy & Operations manager**

- Redesigned and managed Google Teleport product to bring \$7M annual revenue
- Formed and implemented YouTube Music launching strategy in the Russian market
- Remodeled RU market customers acquisition and upsell programs to gain \$9M incremental revenue annually
- Engineered an upsell opportunity calculator for YouTube Ads with an annual product potential \$12M revenue
- Constructed and implemented customers' behavior forecasting system

2015-2016 **MCKINSEY & COMPANY, Business Analyst Intern**

- Projects in 3 industries: retail, metallurgy, banking for companies generating more than \$10 billion in revenue per year
- Reduced costs by \$3 million per year for a steel company by implementing a predictive product quality model and reducing defects

EDUCATION

2022 **Harvard University**
Certificate: CS50 Introduction to Computer Science

2012 – 2017 **Higher School of Economics**
Bachelor of Business Informatics: Top 1 of class, GPA 9,4/10.

LANGUAGES & SKILLS

- Languages: English - Fluent (Academic IELTS 7/9)
- Technical skills: Python, SQL, HTML, Google Colab, SPSS, C#, C++, Microsoft Office
- Social skills: Strategic thinking, Creativity, Communication, Leadership, Problem-solving, Customer Centric