

# Artyom Kravchenko

New York | 646.858.6179

Kravchenkoartyom88@gmail.com | LinkedIn: artyom-kravchenko01311988

## Senior Commercial Professional

**Senior Commercial Professional** with 7 years of experience in the leading Consumer Goods companies (Procter and Gamble, British American Tobacco) and 1 year experience in investment holding. Was highly recognized by top management for commitment, leadership and outstanding achievement in leading the business reorganization, managing crisis, forecast accuracy, cost optimization and personnel development.

- Pricing Strategy Development
- Resource Allocation
- Category Analysis
- Emerging Markets
- Product Launch
- Budgeting/Forecasting
- Cost Optimization
- Team Development
- Bilingual: English/Russian

## PROFESSIONAL EXPERIENCE

**BRITISH AMERICAN TOBACCO**, Kazakhstan

Aug. 2014 – Aug. 2017

### **Commercial Finance Manager**

Developed pricing strategies for Central Asian Republics. Led effective resource allocation analysis of more than \$10M marketing budget involving 10 budget holders. Led projects on portfolio optimization and business model reestablishment for Central Asia Republics.

- Developed and launched pricing strategy document for Central Asian Republics within three months.
- Achieved 99 percent of more than \$10M marketing budget accuracy in all three years despite difficult economic environment that included 50 percent local currency devaluation, protests and political instability in Central Asia.
- Constantly led effective resource allocation sessions with marketing department and top management team, presented recommendations on how to maximize ROI and controlled reinvestment execution.
- Reduced key accounts from 42 to 30 and that led to \$400K reinvestment into business. Developed key account matrix and prioritized customers in order to focus on ones that generated volume, profit or traffic.
- Oversaw business model reestablishment in Kyrgyzstan. Go to market project delivered 20 percent volume growth due to distribution expansion what had required \$1M investment into customer development.
- Provided training for 25 people in finance department. Constantly provided training for multi-functional teams.

### **Awards**

- Fit to Fight Quarterly Award for outstanding leadership in Rothmans Tube launch project, Fall 2016.
- BAT Employee of the Month Award for outstanding contribution in finance team development, Spring 2015.

**PROCTER AND GAMBLE**, Kazakhstan

Jan. 2014 – June 2014

### **Category Financial Analyst**

Prepared investment plans to deliver sales/profit/volume commitments of beauty care category (Skin Care/Hair Care/Gillette).

- Developed competitive pricing strategies.
- Oversaw profit forecasting and budget management as well as pre/post initiatives pay out analysis.
- Developed three-year revenue strategic growth plan for Beauty Care/Gillette/Hair Care category.
- Managed devaluation crisis (25 percent overnight currency devaluation) through bridging pricing plans in order to deliver bottom line profit.
- Achieved quarterly budget accuracy of 98 percent.
- Effectively collaborated within multi-functional category team of six individuals.

### **Awards**

- P&G Employee of the Month Award for operational agility and team collaboration in managing KZT devaluation crisis, Spring 2014.

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**PROCTER AND GAMBLE, Kazakhstan**

July 2011 – Dec. 2013

***Customer Team and Trade Funds Financial Analyst***

Led sales and channel mix analysis to maximize return from investment into particular trade channel.

- Delivered \$400K incremental sales behind deep promo activities ROI analysis and recommendation to management.
- Developed a one-year partnership for growth business plans with key accounts, including Metro C&C, Carrefour Group.
- Controlled \$15M budget spent on modern and traditional trade.

**Awards**

- Semifinalist, Europe Middle East and Africa F&A Award for outstanding achievement in leading Central Asia and Caucasus Hub reorganization, Fall 2013.
- P&G Employee of the Month Award for operational excellence to deliver high forecast accuracy, Fall 2013.
- P&G Employee of the Month Award for successful Business Class organization, Fall 2012.

**PROCTER AND GAMBLE, Kazakhstan**

Aug. 2010 – July 2011

***Distributor Operations Financial Analyst***

Oversaw financial statement analysis of distributors, providing recommendations for optimizing costs. Developed trade terms.

- Delivered \$600K cost savings behind Distributors' Cost Optimization Project in Tajikistan and Turkmenistan.
- Led project on development of new trade terms between P&G and Central Asian distributors, including credit limits, sales and assortment incentives.
- Developed Joint Business Plan with Distributors for the next three years.

**Awards**

- Quarterly Global P&G Award for Significant Distributor's Cost Optimization Spring 2011.

**LANCASTER HOLDING, Kazakhstan**

Apr. 2009 – July 2010

***Financial Analyst***

- Arranged a due diligence of oilfield companies and made investment recommendations.
- Prepared monthly and quarterly memorandums for shareholders and top management concerning company's performance and financial position in oil & gas, banking.

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## EDUCATION & CREDENTIALS

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**MBA, dual concentration in Finance and Marketing**, St. John's University, New York, GPA: 3.94; Graduate Assistant

Awards: 100 percent scholarship and stipend. Graduated: May 2019

**Bachelor of Science in Business Administration and Accounting**, KIMEP University, Almaty, Kazakhstan;

Awards: Presidents List (top 10 percent), Dean's List (top 20 percent). Graduated: May 2009

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## EXTRACURRICULAR ACTIVITIES

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Volunteer in The United Nations since January 2019 (Has researched funding opportunities for Skills Center Project in Africa).

Inducted Member of Beta Gamma Sigma, Omicron Delta Kappa, The National Society of Leadership and Success.

Adviser of The Russian Academy of Natural History since November 2018.

Professional Member of The New York Academy of Science since September 2018.

Co-founder of StartUp Society at St. Johns University (Provided training and networking opportunities for entrepreneurs).

Founder and Leader of "2Lead Team" at BAT (Led corporate culture change, was awarded for finance team development).

Led the following solution teams at P&G: Recruiting Team, Sport and Well-being Team, Career and Guidance Team, 2010-2014

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## HOBBIES

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3 times marathon runner; alumni of mountain skiing school "SNOWPRO"; CrossFit; fitness and healthy lifestyle.