

Igor Goldenkov

Senior Key Account Manager | B2B Sales

Moscow | i.goldenkov@gmail.com | +7 926 084-87-28

18+ years in B2B sales. Distribution, wholesale partners, dealer networks and key accounts.

I manage the full sales cycle: from cold outreach to long-term partnerships.

Professional experience

SEVERCON

Lead Distribution Sales Manager | 03.2025 - 09.2026

Project and wholesale sales of air conditioning, ventilation and heating equipment. Energolux, Kalashnikov, Ferrum, Coolberg.

Acquired 7 new B2B customers with long sales cycles, securing their first orders. Reactivated 6 dormant customers.

Reactivated customers included 4 dealers, 1 retail chain and 1 construction company.

July 2026 sales: 21 million RUB. Largest deal: 5.5 million RUB. Overdue receivables: 0% at the end of August 2026.

Energosistemy i Tekhnologii

Territory Manager, Moscow and Moscow Region

Camelion, Volsten, Ergolux, Ultraflash. Territory and assortment development, sell-in / sell-out, sales analytics and commercial terms.

Coordinated 4 sales representatives.

Grew annual portfolio sales from 185 to 440 million RUB in three years. Acquired a wholesale customer and built annual sales from zero to 140+ million RUB within two years.

Cold outreach and negotiations with decision-makers, commercial terms, sales and assortment analysis, and territory development in Moscow and Moscow Region. Categories: batteries, lighting and electrical products.

Developed and launched an OEM project: from a 1,000-unit trial batch to a monthly supply contract. A single-SKU project.

ST14 OEM project: 1,000-unit pilot, 20,000 units per month, 100% advance payment; sales exceeded 20 million RUB in two years. One SKU.

Acquired the Askona hypermarket chain; listed 70 SKUs.

Professional experience / continued

Impact Bohemia

Regional Development Manager | 09.2016 - 11.2021

Regional retail chains and wholesale partners across Russia. First-year sales of 160+ million RUB against a 120 million RUB target. Customer reactivation generated 30+ million RUB. Coordinated 2 assistants.

Built a wholesale partner in Crimea from zero to 100+ million RUB in annual sales in 1.5 years.

Assortment: approximately 100 SKUs.

Personally negotiated pricing, assortment, listings and marketing activities with partners.

Retail chains acquired: Zelyony Ostrov - 90+ million RUB/year, $\approx$ 50 SKUs; Kolorlon - 35+ million RUB/year, $\approx$ 30 SKUs; Alternativa - 30+ million RUB/year, $\approx$ 20 SKUs.

Kleyzhelatin-AT

Wholesale sales of food-grade gelatin and industrial adhesives | 03.2012 - 05.2013

Wholesale sales of food-grade gelatin, hide glue and bone glue. Met sales targets every month; results exceeded expectations.

Acquired Nornickel as a customer for hide glue. Arranged a trial batch and signed a one-year contract following successful testing.

Garant-Service Universitet

Sales Manager · Team Leader | 04.2008 - 01.2012

Closed 100 personal sales in two years and received the “100 Sales” award. Led a team of 7 sales managers for one year and two months. The team met its target in 10 of 13 months.

Led the team for one year and two months. Received the “100 Sales” award and recognition from the sales unit and department.

Core capabilities

Select territories and sales channels; identify wholesale partners, dealers and buyers. Start negotiations through cold outreach.

Work with decision-makers and buyers on pricing, assortment, listings and long-term partnership terms.

Calculate discounts and margins; develop promotions. For OEM projects, prepare proposals and source partners to meet customer requirements.

Analyse sales by customer and product, margins and stock. Plan purchasing volumes and portfolio growth.

Manage deliveries, contractual commitments, payments and receivables. Resolve disputes.

Allocate partners across the brand portfolio and coordinate sales representatives, assistants and documentation.

Tools and personal projects

Bitrix24, 1C, Axapta, Google Sheets, Excel (pivot tables, VLOOKUP), BI tools, Word, PowerPoint, Outlook. AI tools for research, business materials and digital prototypes.

Business Reboot AI

Define the audience, shape the offer, prepare launch materials and work towards the intended outcome.

GG Atlas

Wordstat CSV + Google Trends → demand trends. Demand assessment to inform product and business direction choices.

Garincha Media

Building a portfolio of interactive websites and AI-assisted materials.

Education

K. G. Razumovsky Moscow State University of Technologies and Management, Moscow

2008-2012

Economics and Enterprise Management

University studies not completed

MOGKTEP, Lytkarino

2003-2008

Motor Vehicle Maintenance and Repair

Qualification: Senior Automotive Technician / Mechanic

Independent learning

Studying value-based selling, objection handling and key account development.

Independently studying markets, audiences and offer positioning. Developing skills in AI-assisted content preparation and production.

Learning website and digital tool development. Building skills in sales, analytics and reporting automation.

Russian: native. English: basic; reading with a dictionary.