

Alex Kuguk



HEAD OF SALES · SALES DIRECTOR

EU citizen | Based in Europe | Remote, CET
Available on a B2B contract | Open to settlement in crypto
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PROFESSIONAL SUMMARY

Head of Sales and Sales Director with 26 years of B2B commercial leadership across Europe and Asia. I build the sales function in companies that do not yet have one and run it against margin, not only volume. At Creative Quarter I carried the group's net-new quota with part of my pay tied to EBITDA, and grew the commercial team to twelve covering both sales and customer success, which is why I moved from Sales Director to Chief Revenue Officer in twenty months.

- commercial teams to 12
- a 14-property portfolio and 3,000+ desks across 16,000 sq m
- a nine-figure annual procurement budget across a 75-vessel fleet
- 100+ venture projects screened
- enterprise and mid-market
- sales cycles to six months

Native Russian and Ukrainian, so CEE and CIS are markets I sell into directly. Most of what I close comes back on a second or third approach, so I manage on cycle length, not first calls.

AREAS OF EXPERTISE

Revenue Strategy · B2B Sales Leadership · Go-to-Market Strategy · Sales Team Management · Pipeline Management · Sales Forecasting · Enterprise Sales · Key Account Management · Business Development · Contract Negotiation · P&L Accountability · Market Entry · CEE, CIS, Balkan, EMEA and APAC Markets

Quota, compensation and revenue figures are under NDA. Scope of each role is described below.

PROFESSIONAL EXPERIENCE

- April 2023 - Present
Remote

Independent Consultant, Revenue and Go-to-Market
Self-employed
 - Build the commercial function for B2B companies in SaaS, professional services and fintech across the US, UK, Canada and Australia, where none exists yet: ICP, offer and pricing, outbound process, CRM and pipeline discipline, forecasting, and the compensation plan behind it – with AI carrying lead research, outbound personalisation at volume, CRM hygiene and reactivation of dormant pipeline
 - Run the full cycle in my own practice, so I operate the processes I design for clients
 - Built **GET SCORED**, measuring whether AI assistants surface, cite and recommend a brand: the SCR framework across ChatGPT, Perplexity, Gemini, Google AI Overviews and Copilot, plus the commercial model around it – category exclusivity, direct-call sales, a bounded guarantee
 - Co-founded **DigiWaqf**, a Shariah-compliant endowment fintech in Dubai, and took it from idea to investor-ready: legal structure, financial model, prototype, the Hub71 Abu Dhabi application and the fundraising conversations
- July 2025 - October 2025
Canada

Business Development Manager
Superheroes.ua

International B2B marketing agency serving clients across North America and Europe.

 - Owned business development with international B2B clients, partners and decision-makers, converted qualified interest into commercial proposals, and supported North America expansion
 - Rebuilt how dormant MQLs get worked back into the pipeline: need-status checks, lead status discipline and cyclic reactivation instead of writing leads off
- August 2021 - April 2023
Kyiv, Ukraine

Chief Revenue Officer
Creative Quarter

Promoted from Sales Director to Chief Revenue Officer

Managed workspace and business services: **3,000+ desks across 16,000 sq m** of Class A business centres, sold with managed legal, HR, payroll and IT to teams of 1 to 600 people.

Reported to: Roman Khmil, CEO and co-founder

Scope: net-new revenue for the group | corporate and technology accounts | commercial team of 12 | part of compensation tied to EBITDA

 - Carried the group's net-new revenue quota against three simultaneous targets – net-new sales, total revenue and EBITDA – so margin could not be sacrificed for volume, with a banded accelerator above threshold
 - Sold a bundled proposition rather than office space alone: managed offices packaged with legal, HR, payroll and IT. This lengthened the cycle and raised value per account

May 2020 – June 2021 Kyiv, Ukraine	Sales Director Forum Group Commercial real estate group, one of the larger office landlords in Kyiv, with 14 business centres and warehouses. Scope: the sales function across a 14-property portfolio technology-sector accounts – Built the sales plan for the technology segment and opened it up as a named account base – Rebuilt the CRM (HubSpot) for lead generation and pipeline management, and got forecasting accurate enough to plan against – Recruited, trained and managed the sales team, held the key client relationships behind renewal and retention, and adjusted pricing against competitor movement
February 2014 – May 2020 Hong Kong SAR	Senior Sales Executive and Investment Lead Youxian Investments Early-stage growth fund investing across sectors, including IT. Scope: 100+ venture projects screened fundraising for assigned projects go-to-market inside portfolio companies – Screened inbound and sourced deal flow, mostly IT startups, on investment potential, market size and scalability, and wrote the investment case put to the final decision – Raised funds for assigned IT projects at early seed, which meant presenting an investment thesis to investors rather than a product to buyers – Went into the backed companies and set up their go-to-market: positioning, the first sales process, and the KPIs the board tracked afterwards
February 2010 – November 2013 Monaco	Chief of Bunkering Operations, Procurement Division FEDCOM (Fedcominvest) International bulk cargo group: sea and river transport, commodity trading, own fleet. Scope: bunker procurement for a 75-vessel fleet – 32 bulk carriers of 50,000–120,000 dwt and 43 of the 5,000-tonne class roughly 350,000 tonnes a year, a nine-figure budget at the prices of the period supplier network across the world's bunkering hubs spot price risk on voyage economics – Built the fuel purchasing function from nothing and ran it as a department at two to three stems a week: requisition, tender, purchase order, delivery control and reporting – Bought the full slate – IFO380, IFO180 and marine gas oil – worldwide: ARA and the Mediterranean, the Black Sea, the Arabian Gulf, Singapore and the Far East, West Africa and Latin America. Held the supplier network that made real price comparison possible port by port and grade by grade – Protected voyage economics, which is the charterer's real job: freight is fixed at fixture, bunkers are stemmed later at spot, and the gap decides the result. Covered that exposure with fixed-price swaps on the Fuel Oil 380 curve, quoted at the delivery point rather than a general benchmark, carrying the exchange right that turned paper into physical margin. Counterparty: International Bunkering – Answered for delivery timing and fuel quality fleet-wide, where a late or off-spec stem stops a vessel. Four years on the buying side is where I learned how a procurement function decides
January 2000 – February 2010 Kyiv and Moscow	Head of Sales, Crude and Oil Products MKD Group <i>Progression: Sales, Kyiv Head of Sales, Pipeline Crude, Moscow trading, product and logistics</i> Privately held group in crude oil and oil products: trading, export and pipeline logistics. Ten years with one principal. – Originated, negotiated and closed supply contracts for crude and oil products, then moved to Moscow with the group and took the sales department for crude carried through the Transneft pipeline system – Rebuilt the trade decision procedure to run on net-back pricing, which put every deal on a comparable margin basis instead of a headline price – Traded crude and products on the group's book, and created a new one: a compound blending crude from one region with gas condensate from another – Built the storage and multi-modal logistics – road, rail, pipeline and sea – that moved condensate out of the tundra and kept the wells producing through a Far North winter

EDUCATION

Specialist Degree in Finance, Qualification of Economist | Kyiv National Economic University (KNEU), Kyiv | 2004

Bachelor of Economics | Russian Presidential Academy of National Economy and Public Administration (RANEPA), Moscow | 2012 – 2016

Physics and Mathematics Lyceum | Shostka, Ukraine | 1997 | Advanced mathematics and English

German Integration Course and DTZ Examination (B1) | Volkshochschule Bergisch Gladbach, Germany | 2023 | Deutsch-Test für Zuwanderer, certificate obtained

LANGUAGES

Russian – native | Ukrainian – native | English – full professional | German – B1