

CV Efimov Dmitry

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Regional Sales / Key Account / Business Development / Technical Manager

Date of birth: September 19, 1978. (48 y.o.)

Marital status: married, have children.

Address: Moscow, Russia.

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Experience:

01/2025 – 01/2026 – Chinese production company "**Deckalic Power Engineering Limited**", Moscow.

Company's direction of activity: development, production and sales of hydraulic sectional valves, monoblock valves, cartridge valves, joysticks, brake pedals and hydraulic components for mobile and industrial hydraulics.

Representative for Russia and Belarus.

Duties:

- company presentation to the market;
- search and initial study of new business opportunities;
- search and development of new directions for hydraulic equipment sales;
- correction and coordination of technical specifications, projects and particular equipment features;
- project management with the combination of existing products, new solutions creation;
- sales management and development;
- market analysis, forecast and planning;
- initial study and coordination of localization processes.

11/2022 – 12/2024 – Chinese production company "**KEDA Hydraulic**", Moscow.

Company's direction of activity: development, production and sales of axial piston pumps and motors for open and closed circuits (Bosch Rexroth analogs), internal gear and vane pumps.

Representative in Russia and Belarus.

Duties:

- direct and distribution sales management in Russia and Belarus implementing the Value Selling and SPIN sales concepts;
- correction and coordination of technical specifications, projects and particular equipment features;
- project management with the combination of existing products and new solutions creation;
- preparation, coordination and issuing of bilingual contracts, commercial and technical offers, paper work, Foreign Economic Activity, payments and debts control;
- bid docs preparation and participation in tender procedures;
- market analysis, forecast and planning;
- search and initial study of new business opportunities;
- domestic and international business trips to customers and production;
- organization and participation in profile exhibitions and trainings.

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04/2017 – 11/2022 – Global production company "**Danfoss Power Solutions**", Moscow.

Company's direction of activity: development, production and sales of power hydraulic components, automation and control systems (pumps, motors, valves, controllers, displays, HMI, sensors, soft).

Key Account Manager (with Sales and Business Development functions).

Duties:

- manage key customers relations at all levels and support on daily basis with commercial and technical issues for mobile hydraulic applications: Road Building, Material Handling, Harvesters, Forestry, Communal, Construction Machines etc.;
- direct and distribution sales management in Russia and Belarus implementing the Value Selling and SPIN sales concepts;
- organize and coordinate the internal work in the multi-country and multicultural matrix company;
- correction and coordination of technical specifications, projects and particular equipment features;
- placing orders and manufacture terms control, optimization and acceleration of delivery terms;
- project management with the combination of existing products and new solutions creation;
- preparation, coordination and issuing of bilingual contracts, commercial and technical offers,
- Sales Force CRM handling;
- market analysis, forecast and planning of sales using SMART methods, inventory positions forecast;
- dealing with complaints and warranty claims handling;
- visiting production sites in foreign countries, studying production processes, materials and technologies used, participating in Quality Management Systems production audit;
- domestic and international business trips - search and initial study of new business opportunities;
- organization and participation in profile exhibitions and trainings.

08/2014 – 04/2017 – Swiss pumps producer "**Emile Egger & Cie SA**", Moscow.

Company's direction of activity: development, production and sales of pumping equipment.

Project Manager Pumps.

Duties:

- establish contacts with potential clients and liaise with current clients at different levels in order to further expand the activities and define the customer's needs with centrifugal and vortex pumps for CPI, Fertilizers, Petrochemical, Energy, Mining, Municipal and related industries;
- deep study of customer's processes to provide the most convenient solutions;
- exchange and submission of technical information and technologies to project/design bureaus and engineering companies for participation in actual and perspective projects;
- project management starting from questionnaire to commissioning;
- regular short-term business trips;
- preparation and coordination of English-Russian commercial and technical offers and contracts;
- marketing and competitors activity research;
- product portfolio presentations and trainings at customer's sites, conferences and exhibitions.

07/2013 – 04/2014 – German production company "**Flottweg SE**", Moscow.

Company's direction of activity: production of centrifuges and separators (decanter, tricanter) for mechanical separation processes in industrial applications.

Project Manager (with Business Development and KAM functions).

Duties:

- searching for the new and work with existing projects within Oil&Gas, Petrochemical, Refinery, CPI, Mining and related sectors;
- develop relationships with customers, conduct meetings, negotiations and presentations;
- regular reporting and filling CRM system;
- technical support and consulting of clients, project/design bureaus and engineering companies regarding Flottweg capabilities, equipment and technologies for participation in ongoing projects;
- sampling and testing, recommendation and selection an appropriate set of equipment;
- translation and preparation of commercial and technical offers and contracts, marketing materials;
- organization and carrying out of commissioning and turn-key, business trips, exhibitions and trainings.

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02/2009 – 07/2013 – Global engineering and production group **"Trelleborg Sealing Solutions"**, Moscow.

Company's direction of activity: production and sales of OEM accessories and spares - industrial sealing components and solutions (Hydraulic Seals, Scrapers, Rod Seals, Wear rings, O-Rings).

Sales Engineer (with Project Management and Business Development function).

Duties:

- work with new and existing customers within Oil&Gas, CPI, Mining, Automotive, Aerospace, Marine, Machinery, Metallurgy and other industries;
- direct sales and technical support of clients concerning company's capabilities, materials and technology; carrying out of meetings and presentations at all levels;
- translation, editing and localization of contracts and specifications, bids documentation, technical manuals, catalogs, global web-site, marketing materials and magazine articles in accordance with the internal regulations and company policies;
- selection of products based on technical parameters according to specifications, drawings, article numbers and other types of queries;
- administrative work, internal procurement, foreign economic activity, logistics, acceptance and dispatch of goods; 1C accounting program, corporate CRM-system administration and coaching;
- participation in exhibitions, trainings and seminars; study of new products and sealing technologies.

06/2007 – 12/2008 – Joint-Stock Company **"Uponor Rus"**, Moscow. (Uponor, Finland).

Company's direction of activity: production and sales of plastic piping systems for internal and external water treatment and supply systems, heating and sewage systems.

Key Account Manager.

Duties:

- visits of key clients regional offices (more than 30 cities), business trips up to 90%;
- organization of new collection points (Uponor brand local stock presence);
- coordination of regional representatives work with key client, joint on-site and end-customers visits;
- preparation and carrying out of seminars/presentations for design and installation companies;
- training and coaching of key customer's sales stuff;
- organization of mutual marketing actions with the purpose to achieve annual sales budget;
- thermal and hydraulic calculations of heating, water supply and sanitation systems;
- strategic planning of sales development through key client channel.

09/2000 – 06/2007 – Representative office of **"Sumitomo Corporation"** (Japan), Moscow.

Company's direction of activity: international trading, import/export activity (B2B, B2C).

Chief specialist of tubular department.

Duties:

- work with the existing long-term projects: wide assortment of pipes, rolled metal, equipment and materials for Oil&Gas, Heavy Machinery and Power-Generating sectors;
- search for the sales opportunities and attraction of clients and new projects for affiliated Japanese companies in Russia and abroad;
- organization and carrying out of meetings and negotiations with participation of foreign colleagues;
- preparation, translation and coordination of contract and bid documentation;
- translation of technical and commercial specifications, technical conditions, drawings and manuals;
- foreign economic activity, development of contract schemes and supply chains for import and export;
- equipment installation and supervision, turn-key projects;
- holding industry certification of materials and equipment;
- business trips.

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Education:

1995 - 2000 - Russian State University of Oil and Gas name of I.M.Gubkin
Faculty: Designing, construction and operation of pipeline transport systems.
Qualification: Engineer.

2022 - Plekhanov Russian Economic University, Moscow
Course: Procurement implementation, control and management,
Qualification: Procurement specialist.

2023 - 1T LLC
Course: IT-projects Business accelerator "IT AXEL",
Qualification: Business processes management under the digital transformation conditions.

Courses and trainings:

2002 – Sales by phone, Moscow, **Russia**.
2005 – Engineering, technology and equipment for pipelines construction and protection, **Germany**.
2006 – Onshore and offshore pipelines diagnostics, **France, Norway**.
2007 – Industrial and utility plastic piping systems, **Switzerland**.
2008 – Engineered plastic piping systems for civil and industrial construction, Moscow, **Russia**.
2011 – Rubber and metal-bonded products - materials and production technologies, **United Kingdom**.
2011 – Injection moulding production – engineered plastics, technology and equipment, **Czech Rep**.
2011 – Sealing materials and technologies, **Denmark**.
2011 – Technical Training Conference, **Bulgaria**.
2012 – Project Management, Research and Development processes training, **Germany**.
2014 – Mechanical separation technology, **Germany**.
2016 – Centrifugal and Vortex pumps – technical and commercial training, **Switzerland**.
2017 – Value Selling training (SPIN selling), **Denmark**.
2017 – Systems and components of mobile power hydraulic, **Denmark, Slovakia, Germany**.
2017 – Sales conference, practical sessions, **Germany**.
2019-2024 – On-line business conferences, technical and practical seminars, **EU, PRC, Russia**.

Self-education:

- Key Account Management (Malcolm McDonald; Peter Cheverton; Capon Noel)
- Value Selling (SPIN selling by Neil Rackham)
- MBA (complete MBA offline video-course by Moscow Business School)

Professional skills:

- Managerial experience within project teams.
- Practical skills in Sales, Business Development, Key Account Management, Project Management, Research and Development, Product Management, Foreign Economic Activity, work remotely.
- Sales Strategy Development, Forecasts, Analysis.
- Time-management.
- Extended organizational field experience with maintenance, service, repairing and adjustment of equipment.
- Experienced to coordinate, adjust, structure and administrate planning and reporting within CRM, ERP, CMS systems (1C, Sales Force, SAP).
- Perfect computer skills (Windows, Outlook, Lotus Notes, Word, Excel, PowerPoint, Adobe Acrobat Professional, CAD-applications etc.).
- English language - fluent (general, technical), business correspondence.
- Driving license, private car.

Personal and professional qualities:

- Self-driven, result oriented, sociable, purposeful, obligatory, sincere, punctual and active, take initiative and responsibility, not afraid of difficulties. DISC profile – S.
- Possess analytical abilities, system approach, extended technical literacy, spacious mind, high ability and aspiration to training and self-education.