

Ivan Kuznetsov

Business Development & Growth Manager, Mindbox

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PROFILE

Nine years in B2B, from NOC engineer to working directly with owners and C-level executives of client companies. My job is to make marketing automation technology turn into predictable revenue growth for the client, rather than into a system that gets implemented and forgotten. An engineering background plus a master's in innovation management means I speak the same language as both the client's developers and their commercial director.

KEY RESULTS

up to 20 enterprise accounts managed simultaneously, portfolio AAR > \$1M	+40% portfolio revenue growth YoY through a difficult 2025	30+ companies generating more revenue on the platform over 3 years	up to \$100 bn combined annual turnover of portfolio clients
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EXPERIENCE

Mindbox

October 2022 – present

SaaS platform for marketing automation and pricing · Moscow

Business Development & Growth Manager	April 2026 – present
Senior Customer Success Manager	February 2025 – April 2026
Customer Success Manager	October 2022 – February 2025

- **Key account portfolio.** Up to 20 concurrent enterprise projects with portfolio AAR above \$1M, including market leaders with revenues in the billions. Delivered 40% year-on-year growth in combined portfolio revenue through a difficult 2025.
- **Trusted advisor to C-level.** Work with business owners, CEOs and commercial directors: translating their commercial goals into concrete solutions on the platform, bringing in partner services and industry connections where the platform alone is not enough.
- **End-to-end accountability for outcomes.** Over three years, more than 30 companies across different industries started earning more on the platform.
- **Escalations and negotiations.** Own the resolution of critical situations and lead strategic negotiations with client leadership.
- **SLA transparency.** Responsible for the public status page and incident postmortems, so that root causes and preventive measures are clear to clients' senior management; track delivery of committed improvements by internal teams.
- **Mentoring.** Mentor to several colleagues: complex cases, career development, burnout prevention.

Skyward Services (Technologic LLC)

April 2017 – September 2022

International B2B services, telecom · Nizhny Novgorod

Project Manager	January 2020 – September 2022
Acting Team Leader	July – December 2019
Operations Engineer	August 2017 – June 2019
Trainee	April – July 2017

- Managed six international projects, two of which I launched myself. Average client satisfaction 4.8 out of 5.
- Expanded cooperation with two clients, increasing revenue from them by more than 50%.
- Rebuilt onboarding for new hires: training time halved with no loss of quality, rated 9 out of 10 by trainees.
- Led a distributed team of five engineers; contributed to the company's new strategy and product development.
- Engineering foundation: VoIP, SMPP/HTTP, MVTsII softswitch, Linux, Oracle, Python, Scrum.

PUBLISHED CLIENT CASES

Rive Gauche — full CRM communications migration: +27.7% revenue per customer, 21M profiles in 8 months. review	Mnogo Lososya (X5 Group) — 7.92% of orders — CRM uplift; segment build time from 1–2 days to 5 minutes. case
A101 Development — behavioural triggers and ML recommendations: +20% enquiries from email. case	Pharmacy chain 36,6 — quizzes instead of discounts: +4.5 pp conversion to order, 4,230 contacts in 15 days. case
Kirovskiy retail chain — +7% quarterly growth in loyalty programme penetration of receipts. review	Zaim Express — +21% CRM channel revenue, applications share from 3% to 8%, –33% SMS cost. case
CHARMSTORE — web push as a standalone channel: 5,000 subscribers in 4 months, ROMI 325 pp higher than SMS. case	

SPEAKING

WE ARE CRM.PHARMA , March 2026 — talk: “How pharmacy chain 36,6 engages customers through quizzes”.
Loyal Marketing conference , June 2025, Moscow, 400 attendees — Q&A expert in the closing block “Launching a loyalty programme: preparation, integration, pilot”, alongside the Head of CRM & loyalty at L'Etoile and the marketing director of Zolla.

EDUCATION

HSE University — BSc, Applied Mathematics and Computer Science 2015–2019
HSE University — MSc, Innovation Management 2020–2022

PROFESSIONAL TRAINING

“Negotiations and client relations” , Ilya Sinelnikov, Bureau Gorbunov 2022 · verifiable certificate
Mindbox School of Managers , “Running a department in a teal organisation” 2025
BOOST — product vibe-coding intensive by Ivan Zamesin 2026

SKILLS

Enterprise Customer Success

CRM marketing & loyalty

Marketing automation

C-level stakeholder management

Negotiations & escalations

Key account development

B2B sales & upsell

Project management

Agile · Waterfall

Team leadership

Mentoring

SaaS

Linux · VoIP · Python

LANGUAGES

Russian — native. English — working proficiency: six international projects, business correspondence and negotiations since 2017.

All client figures are taken from cases and reviews published by the clients themselves. Latest version — ikuz.me