

DENIS AMPOV

COUNTRY MANAGER

DETAILS

ADDRESS

Skopje, 1000
North Macedonia

PHONE

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EMAIL

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DATE / PLACE OF BIRTH

1993 24 03
Stip

DRIVING LICENSE

B

NATIONALITY

Macedonian

SKILLS

Planning

Motivate

Organizational

Command instinct

Sales intuition

Coaching adaptability

Strategic leadership

Inspiring

Leading

Creative Problem Solving

Crisis Management

Creative Thinking

LANGUAGES

English

● ● ● ○ ○

Serbian

● ● ● ● ○

HOBBIES

Skiing, Reading Books,
Make unusual statistics

PROFILE

Experienced and dynamic professional with over 10 years of expertise in sales industry. Proven track record in delivering exceptional results in the management of the organization, with a strong focus on people development. Adept at managing complex projects, leading cross-functional teams, and driving organizational success through strategic planning and effective execution. Committed to continuous improvement and passionate about leveraging new technologies to optimize processes and enhance productivity.

EDUCATION

Faculty for economics, MSU GR Derzavin

Sveti Nikole

Sep 2015 — May 2019

Organizational management

High School, SGU Zdravko Cvetkovski

Skopje

Sep 2007 — Jun 2011

Salas and Sales Management, Business Academy by LINK group, Belgrade (Cambridge Assessment)

Belgrade

Nov 2018 — Nov 2019

Professional School for experts, 100 modules about organization

EMPLOYMENT HISTORY

Country Manager, Ananans MK

Skopje

Jan 2023 — Present

- **Strategic Planning and Execution:** Develop and implement strategic plans to achieve the company's objectives in the marketplace, retail business, and fulfillment center operations. This involves setting clear goals, KPIs, and ensuring alignment with overall business strategies.
- **Market and Competitive Analysis:** Conduct comprehensive market research to identify trends, customer needs, and competitive dynamics. Use this information to inform strategic decisions and adjust business plans to maintain a competitive edge.
- **Operations Management:** Oversee daily operations across the marketplace, retail business, and fulfillment center. Ensure efficient and cost-effective operations, optimizing processes for maximum productivity and customer satisfaction.
- **Team Leadership and Development:** Lead and develop a high-performing team, fostering a culture of excellence and continuous improvement. Provide coaching, mentoring, and professional development opportunities to ensure team members achieve their full potential.
- **Financial Management:** Manage the country's budget, including P&L responsibility. Ensure financial targets are met, including revenue growth, cost management, and profitability. Analyze financial reports and develop strategies to address any variances.
- **Customer Relationship Management:** Build and maintain strong relationships with key customers, suppliers, and partners. Ensure high levels of customer satisfaction through excellent service and support, addressing any issues or concerns promptly.
- **Business Development:** Identify and pursue new business opportunities to expand market presence. This includes negotiating partnerships, exploring new revenue streams, and enhancing the company's value proposition.

- Compliance and Risk Management: Ensure all business operations comply with local laws, regulations, and company policies. Identify potential risks and develop mitigation strategies to protect the company's interests.

Sales Manager, Pivara Skopje

Skopje

Apr 2022 — Dec 2022

- Develop Business Plans and Sales Strategies: Create comprehensive business plans and sales strategies to achieve growth in market share, volume, and revenue while ensuring profitability. This includes analyzing market opportunities and trends to align with company objectives
- Customer Relationship Management: Build and maintain strong relationships with key customers to ensure satisfaction and retention. This involves regular reviews of performance and volume targets, providing feedback, and collaboratively developing solutions to achieve growth
- Team Leadership and Development: Lead and manage the sales team by conducting regular coaching sessions, providing feedback, and motivating them to achieve company goals. This also includes recruiting, training, and developing team members to ensure high performance and career growth
- Market and Competitor Analysis: Conduct thorough market research and competitor analysis to stay ahead of market trends and dynamics. Use this information to adapt marketing strategies and ensure competitive advantage
- Sales and Marketing Initiatives: Implement and monitor effective sales and marketing initiatives to promote brand development and maximize performance. This includes managing promotions, improving product visibility, and coordinating with finance and marketing teams to resolve issues
- Performance Monitoring and Reporting: Regularly evaluate pricing, contracts, and sales performance against targets. Provide detailed reports and analysis to senior management, suggesting action plans to address any gaps and drive continuous improvement

Commercial Capability Manager, Pivara Skopje

Skopje

Dec 2019 — Jun 2021

- Designs Commercial Capability Development road map (2-3 years planning)
- Analyses and defines training demand for commercial employees (with Group support)
- Defines training curriculum for all layers/ positions within the commercial department
- Plans necessary resources behind and follows up on training delivery plans implementation
- Leads and develops CCD team to sustain capability development
- Leads commercial capability development plans implementation within Commercial Department, while benchmarking CCH (Coca Cola Hellenic) with High Performing companies
- Ensures talent development within Commercial and works closely with HR BP to help identify and develop key commercial talents
- Closely cooperates with all functions to support CCH & Heineken initiatives implementation while building customer centrist mindset to other functions
- Drives CCHBC's values and customer-driven selling culture

Life & Business Coach, Smart Steps CG

Oct 2018 — Dec 2022

- This project is my idea, I create this program with more than 14 attractive modules in few levels.
- The BIG IDEA is to educate young people to be ambitious and make own goals in every day life.
- Develop companies and their employees for better productivity
- Creating and deliver training
- Individual work with different profiles

Team Leader, Pivara Skopje

Kavadarci - Veles -
Gevgelija

Mar 2017 — Dec 2019

- Coaching with team members, on field development
- Make effective BD routes
- Leads, controls, coordinates and evaluates the performance of the team members.

- Takes care of the professional development of the team members.
- Negotiates and define goals.
- Maintains a daily and weekly meetings with the team.
- Ensures constant and continuous data collection of all outlets in the region with regard to the level of distributed and present products.
- Controls the performance of the market.
- Explores, observes and points out opportunities for sales development in the region on a daily basis.
- Participates in planning the volume of sales area and activities for implementation.
- Resolves complaints by customers and consumers.
- Develops partnerships with customers in the region.

Business Developer , Pivara Skopje AD

East Macedonia

Jun 2015 — Mar 2017

- Territory Probistip and Kratvo
 - Effective action on defined territory through a pre-defined route and optimizing sales in this outlets.
 - Activating promos, building positions, placement equipment
 - Developing every outlet, make win - win situations.
 - Continuous increase success of outlets.
 - Realization of monthly targets.
 - Preparation daily, weekly and monthly reports.
 - Negotiation with costumers for problems, requirements and opportunities After 10 months we are back lead position on this territory Execution is 50% better Make effective route to market plan
- Territory Kocani and rural
Specialist for fragmented trade channels.
 - Make special plan for develop this type of outlets
 - New route to market plan for visit, distribution and execution
 - Allocation of investment budget
 - Increase Loyalty program outlets
 - Segmentation for 150 outlets
Increase +25 volume VS LY
Build very strong numerical distribution on full portfolio
Increase cooler profitability and cooler coverage

COURSES

Management Skills, Motiva

Apr 2016 — Jun 2016

Speed Selling, Pivara Skopje

Jul 2016 — Jul 2016

Ambassadors for Halthy & Safety, Pivara Skopje

May 2016 — May 2016

Skills for success, Motiva

Sep 2016 — Sep 2016

Situational Leadership, Pivara Skopje

Dec 2018 — Dec 2018

International Sales Conference, BIG U Academy

Oct 2019 — Oct 2019

Digital Marketing (Social Networks), David Michigen

Jul 2019 — Jul 2019

KAM Training, TNF

Aug 2019 — Aug 2019