



Artur Khzmalyan

Տարիքը 38 տար.

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Տարածաշրջան Երևան, Դավիթաշեն

ՌԵԶՅՈՒՄԵ

Ընտանեկան կարգավիճակ Ամուսին

Կրթությունը Բարձրագույն

Ուսումնական հաստատություն State Engineering Univerity of Armenia

Լեզուներ

Հայերեն (100%)

Ռուսերեն (100%)

Անգլերեն (46%)

Նախընտրած պաշտոն Կոմերցիոն Տնօրեն, Վաճառքի գծով տնօրեն, Առևտրի ներկայացուցիչ

Աշխատանքային գրաֆիկ Ամբողջ դրույք, Կես դրույք

Ակնկալվող աշխատավարձ 500.000 դրամ և բարձր

Համակարգչային հմտություններ

MS Office (92%)

CorelDraw (54%)

AutoCAD (54%)

ArchiCAD (46%)

Մասնագիտական ունակություններ Customer relationship management Sales analytics and optimization Key account development Sales processes Sales strategy B2B sales Solution selling Direct sales Sales operations Presentation skills Business development Adaptability Team motivation Bid request management Contract negotiation Time management Full-cycle sales process Communication skills Prioritization skills Organizational skills Relationship building Negotiation Project management

Աշխատանքային փորձ և պրակտիկա Over 15 years of experience in B2B sales of IT services and equipment, and more than 6 years in managing imports, wholesale sales, and IT equipment distribution.

Լախրնտրած աշխատանք Commercial Management

ԱՎԵԼ ացնել Պորտֆոլիո

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Professional Summary

Over 15 years of experience in B2B sales of IT services and equipment, and more than 6 years in managing imports, wholesale sales, and IT equipment distribution. An experienced, results-oriented, disciplined, and practical professional with extensive knowledge and skills in B2B sales, sales strategy development. Goal-driven yet communicative and adaptable, with strong listening skills. Stress-resistant, quick to process information, and capable of prioritizing tasks effectively to achieve set objectives. These qualities, along with my experience, enable me to successfully address challenges in improving sales efficiency and optimizing various processes.

Work Experience

Head of Sales Department
IT Distribution LLC (www.idistribution.am) - Yerevan, Armenia
May 2019 - Jun 2023

Is an authorized distributor of IT equipment. Key product areas include telecommunications, server and data center equipment, UPS, structured cabling systems, electrical and office solutions, professional headsets, IP phones, conference solutions, desktop virtualization, endpoint protection, cybersecurity solutions, data, network & telecom enterprise routers, certifiers & verifiers for B2B markets.

- Analyzed market trends and adjusted sales strategies to capitalize on emerging opportunities.
- Prepared detailed sales performance reports and forecasts for strategic planning purposes.
- Increased sales through effective marketing strategies and customer engagement techniques.
- Expanded into new markets by opening a branch in Kazakhstan.
- Achieved a 27% market share growth by targeting increased sales volume.
- Strategically expanded the distributor portfolio by signing agreements with leading manufacturers such as EXET, ISP, TrendNetworks, Biedmann GmbH, and others.
- Optimized operational efficiency and strengthened partner network loyalty, doubling the partner channel size.
- Focused on improving sales quality, reducing accounts receivable by 79%.
- Optimized logistics processes, reducing costs by 17%, increasing run rate, and boosting project sales share.

Head of Distribution Division
Lankr Service LLC (www.lankr.am) - Yerevan, Armenia
Jun 2019 - May 2021

Is a leading provider of comprehensive IT solutions specializing in the import of passive network equipment and the supply of IT products, including both hardware and software, along with installation and ongoing maintenance services.

- Monitored industry trends to assess their impact on transportation and distribution strategies.
- Negotiated with suppliers to secure cost-effective storage solutions during seasonal inventory fluctuations.
- Implemented tracking systems for inventory management, significantly improving accuracy.
- Built reliable and long-term partnerships with clients and stakeholders.
- Led team management, including personnel training and development.
- Established and maintained relationships with key partners and clients, expanding and regulating the partner network.

Enterprise Solution Manager

Lankr Service LLC - Yerevan, Armenia

Oct 2017 - Jul 2019

- Project Management: Led and successfully delivered diverse IT projects from inception to completion.
- Sales and Implementation of IT Solutions: Delivered over 100 tailored IT solutions to commercial enterprises, government bodies, international organizations, and financial institutions.
- Needs Analysis: Identified both explicit and latent customer needs, crafting customized IT solutions to meet those requirements.
- Business Development: Expanded the service portfolio and formed partnerships with 37+ global manufacturers and distributors, enhancing solution offerings.
- Client Relationship Management: Built strong, trusted relationships with key clients through meetings, presentations, and negotiations, positioning as a consultant.
- Profit Growth: Achieved an average annual profit increase of 43%.

Sales Manager

Lankr Service LLC - Yerevan, Armenia

Dec 2015 - Oct 2017

- Advanced sales management by building strong relationships with market leaders and sales professionals.
- Developed and implemented sales strategies to exceed growth targets.
- Supported the execution of special promotions for direct sales segments.
- Monitored and analyzed key performance metrics to assess sales strategy effectiveness and identify areas for improvement.
- Sales Performance: Consistently achieved and surpassed sales targets and KPI metrics.
- Client Base Expansion: Grew the client base by over 31%, securing long-term partnerships with key clients.
- Customer Loyalty: Strengthened client relationships, resulting in increased loyalty and repeat business.
- Client Needs Assessment: Effectively identified and addressed client needs, delivering customized solutions.
- Business Communication: Organized and led meetings, presentations, and negotiations to foster strong business relationships.
- Professional Development: Actively pursued opportunities to enhance skills and industry expertise.

Head of Technical and Innovation Departments

Partly Lankr LLC - Yerevan, Armenia

Mar 2013 - Nov 2015

Shop in Yerevan stands out as a reliable choice for those seeking quality and diverse party supplies, gifts

and souvenirs shop

- Stock Management & Product Sourcing: Monitored inventory accuracy, identified new products for sale, and sourced suppliers/manufacturers abroad.
- Supplier Relationship Management: Established and maintained strong supplier contacts, traveled for business trips to finalize contracts.
- Procurement & Logistics: Coordinated product procurement and optimized logistics processes to ensure timely delivery.
- Full Delivery Cycle Control: Managed the end-to-end process, ensuring smooth delivery from partner to client.
- Process Optimization: Streamlined workflows, ensuring timely preparation of personalized orders.
- Innovation & Sales Growth: Developed and implemented 10+ innovative strategies, leading to increased store traffic and sales growth.

Senior Sales Specialist

ArmenTel CSO (Team Telecom Armenia) - Yerevan, Armenia

Mar 2011 - Mar 2013

Team Telecom Armenia (Also known as VimpelCom, ArmenTel, Beeline, Veon Armenia) is a leading telecommunications company in Armenia with over 100 years of history, providing mobile and fixed-line communication services, internet, and digital TV.

Successfully achieved sales targets and implemented services for large corporate clients, enhancing client loyalty and retention. Skilled in organizing meetings, presentations, and negotiations while identifying client needs and increasing meeting productivity. Focused on reducing receivables and continuously improving professional skills through self-learning and employer-sponsored training.

Successfully acquired new clients, contributing over 11% to the active customer base within a designated segment. Implemented more than 30 services across various fields and retained approximately 10 companies. Received a letter of appreciation from CSO: "omnecommerce" (dated 21.12.2011) for a professional and prompt approach, as well as for the introduction and expansion of unique mobile tariff plans, which contributed to the company's economic growth.

Sales Specialist

VANI LLC - Yerevan, Armenia

Aug 2010 - Mar 2011

Manufacturing of reinforced concrete structures and lighting solutions

- Initially joined as an electronics engineer to study the potential and technical capabilities of LED products and develop new solutions.
- Promoted to Sales Specialist, responsible for managing the full sales cycle: solution development, meetings, presentations, sales, and customer service.
- Notable clients include the G. Sumbakyan Theatre, INC "Mikmetel", and INCs "Armentel".

Education

Bachelor of Science - Cybernetics, Microsystem Engineering
National Engineering University of Armenia - Yerevan

2008

Languages

Armenian, Bilingual or Proficient (C2)

Russian, Bilingual or Proficient (C2)

English, Elementary (A2)

Training Courses & Certificates

Active Sales (2011-2013)
Sales Skills for Business Clients (2011-2013)
Conflict Management (2011-2013)
Effective Negotiations (2011-2013)
Time Management (2011-2013)
HPE Sales Certified (2016, 2017)
VMWare VSP 2016, VTSF 2016)
Moles CSX (2019, 2024)
Jabra(2019)

Skills

Customer relationship management
Sales analytics and optimization
Key account development
Sales processes
Sales strategy
B2B sales
Solution selling
Direct sales
Sales operations
Presentation skills
Business development
Adaptability
Team motivation
Bid request management
Contract negotiation
Time management
Full-cycle sales process
Communication skills
Prioritization skills
Organizational skills
Relationship building
Negotiation
Project management

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NET