

ELENA TORSHINA

Commercial Director | COO | Business
Development Director

📍 Saint Petersburg, Russia

✉️ lena@torshina.com • 📞 +7 911 135-31-58

• 🌐 torshina.com

"Turning crises into growth opportunities"



PROFESSIONAL SUMMARY

Results-driven Commercial Director with 16+ years of experience in B2B sales, strategic business development, and team leadership. Proven track record of building sales departments from scratch, optimizing business processes, and delivering measurable revenue growth. Expert in international trade, key account management, and C-level negotiations. Fluent in Russian (native), English (C1), and French (C1).

CORE COMPETENCIES

- Sales Strategy & Execution
- Business Process Optimization
- CRM Implementation (Bitrix24)
- Team Building & Leadership
- International Trade / Import
- Pricing & Assortment Strategy
- P&L Management
- Key Account Management
- C-Level Negotiations

INDUSTRY EXPERTISE

Cosmetics & Beauty • Education • Playground Equipment • LED Lighting • Manufacturing • Import / Foreign Trade

PROFESSIONAL EXPERIENCE

SimpleLED — Head of Sales

April 2025 — Present

Managing B2B sales operations for LED lighting solutions. Developing commercial strategy for market expansion.

Plastelo LLC — Head of Sales (Project)

November 2024 — March 2025

- Built sales department from scratch: recruited and onboarded 6 managers + 2 assistants
- Developed regulations, knowledge base, sales scripts; implemented Bitrix24 CRM
- ✓ **Result: Project delivered to owner; department reached break-even on inbound leads**

Sparta LLC — Chief Commercial Officer (CCO)

August 2023 — September 2024 • Children's Playground Equipment

- Developed 3-5 year strategic growth plan with full P&L responsibility
- Managed complete sales cycle from lead acquisition to installation
- ✓ **Result: 32% reduction in deal cycle; 27% revenue growth without increasing indirect costs**

Academy May — Director

August 2020 — May 2023 • Private Educational Institution

- Full P&L ownership; strategic planning, marketing, team management
- ✓ **Result: Team staffing improved from 30% to 92%; zero turnover; debt eliminated**

Gradient LLC — *Commercial Director*

January 2015 — July 2020 • European Cosmetics & Equipment Import

Import/wholesale distribution across Russia & CIS. Sales strategy, pricing, negotiations with European manufacturers (Germany, France, Italy).

May LLC — *Logistics & Foreign Trade Manager*

August 2008 — December 2014

International transportation, customs clearance, European supplier relations.

EDUCATION & LANGUAGES

Education: Economics & Management

Ongoing professional development in sales & leadership

Languages:

Russian — Native

English — C1 (Advanced)

French — C1 (Advanced)

Technical Skills:

MS Office (Advanced)

1C Enterprise • Bitrix24 CRM

Google Workspace