

Sergey Korolev



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PERSONAL STATEMENT: Innovative, experienced leader shaping the future with blend of creativity and strategic thinking, consistently creating value via conscious and responsible business transformation and successful embedding of contemporary technology to company processes and operations.

MOTTO: There is no better time than now. Wake up and do.

THE GOAL: Position of Range Rover Brand Director at JLR Europe

KEY COMPETENCIES

- Proficient in transformational and transactional leadership, driving team growth.
- Skilled in integrating cutting-edge technology for business value creation.
- Comprehensive commercial awareness with an eye for profitable opportunities
- Resilient in achieving results amidst business turbulence and uncertainty.
- Expert in strategic planning and transformative initiatives
- Exceptional organizational and delegation skills
- High emotional intelligence, fostering a positive work environment.
- Proactive problem-solver and decision-maker
- Excellent communicator, motivator, and practicing mentor.
- Experienced in agile project management.
- Skilled in delivering impactful presentations and training.
- Analytical in assessing investment decisions in uncertain environments.
- Proficient in leveraging AI technology and initiating ambitious projects.
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KEY EXPERIENCE

Proven leadership in the automotive industry, successfully establishing and managing variety of departments and teams from retail to national sales companies and headquarter levels. Led diverse teams of 5 to 112 members, fostering high-performance units that consistently delivered results.

Under my management of retail sales team at JLR Russia NSC, achieved a record annual market sales volume of 23,500 units, demonstrating exceptional strategic and operational capabilities.

Founded and launched full scale operations for two National Sales Companies for JLR in Mexico and Taiwan, further expanding the company's global footprint.

Led the launch of an online sales platform across 12 countries in JLR Overseas region, driving digital transformation and enhancing market reach.

As sales operation director of Russian NSC developed and successfully implemented a comprehensive sales strategy, aligning business objectives with market trends and customer needs, leading to significant growth and profitability. The footprint on this position has been marked by reaching the record average sales VP/GVR (Variable Profit/ Gross Vehicle Revenue) – 23,1% (Q3 FY22) with record VP PU, improvement of sales financial efficiency: VME expenses reduced from 11% in FY20 to 0,8% in Q3 FY22, reaching customer satisfaction level: 93% (NPS) in Q3 FY22 with record customer retention rate of 47%.

As senior digital creator at JLR Europe established the performance marketing process across the region and developed the tools for successful performance management which are used by the whole company at the moment, developed the whole concept of online chat integration in sales and aftersales processes and contributed to overall DCT performance success applying agile practices and utilizing my deep understanding of all layers of the automotive business for determining the projects and our best DCT members skills application.

Naturally committed to continuous improvement and staff development, particularly in digital competencies, fostering a culture of innovation and excellence in the digital age.

WORK EXPERIENCE

Senior Digital Creator, Jaguar Land Rover Europe

August 2022 – Present

Company Name - Jaguar Land Rover GmbH

Location – Campus Kronberg 7, 61476 Kronberg im Taunus, Germany

Responsibilities:

- Driving value creation through the development and implementation of innovative digital end-to-end solutions across various facets of the company
- Leading digital transformation initiatives, fostering a culture of agility, innovation, and out-of-the-box thinking
- Implementing agile methodologies into company operations to enhance efficiency, responsiveness, and adaptability.
- Transforming Jaguar Land Rover employees mindsets towards a digital-first approach, facilitating the seamless integration of digital technologies into everyday operations
- Accelerating the pace of digital transformation within the company, ensuring we stay at the forefront of industry advancements.
- Structured cooperation with 6 National Sales Companies (NSCs), and overall coordination with more than 40 countries, ensuring alignment and synergy in digital strategies and operations.
- Collaborating with various departments across the company to align digital strategies with overall company objectives and market trends
- Guiding the development and execution of comprehensive training programs to enhance digital literacy and proficiency across Jaguar Land Rover Europe
- Continuously monitoring and evaluating the effectiveness of digital initiatives, making strategic adjustments as necessary to optimize results and drive continuous improvement.

Achievements:

- Developed an end-to-end solution for integrating messengers into company operations, with expected result of 35% increase in customer engagement and a 95% reduction in response time.
- Created from scratch an analytical dashboard that is now recognized at both market and global levels, leading to a 20% improvement in data-driven decision making.
- Successfully practically embedded a new, partially external DCT team into Jaguar Land Rover Europe operations.
- Pioneered the approach and culture of Performance Marketing within the company, which appears as fundamental tool for future successful operation of Performance centre.
- Organised a series of 'Induction to Digital Transformation' training across the company, fostering a culture of digital literacy and innovation, and increasing employee digital proficiency by 30%

Sales Operations Director, Jaguar Land Rover Russia, Belarus, Kazakhstan, Armenia

July 2019 – July 2022

Web – www.landrover.ru, www.jaguar.ru

Company Name - Jaguar Land Rover Russia NSC

Location – Russia, Moscow, Mezhdunarodnoe Shosse., Domain 28, Building.2 Russia, 141411.

Responsibilities:

- Managing of full cycle of sales operations of Jaguar Land Rover on the market: New cars supply & sales, Used Cars sales (APO), Fleet & Business Sales, Financial services.
- Implementation of "Reimagine strategy" on the market
- Budgeting and full responsibility for delivering targeted Market Equation (ME), Variable Profit (VP)
- Providing the highest quality of purchase and ownership service to customers (NPS, Customer retention)
- Development and making key strategic decisions on the representation of the model range on the market. Business model development and building.
- Development of best solutions for local market exploitation (LME)
- Exploration, development, testing and implementation of new value creating business opportunities.
- Strategic and tactical cooperation with the headquarters of Jaguar Land Rover, UK .
- Development of regulatory processes for structuring the work unit.
- Formation of the team and the spirit of innovative and modern luxury thinking in the company, integration of agile principles in operations at all levels of the value chain: HQ / JLR Team / Retailers / JLR Partners.
- Representing of Jaguar Land Rover interests in the media and at official events

Achievements:

- Successful implementation of the New Value adding sales strategy on the market – reimagine strategy
- Reaching the record average sales VP/GVR – 23,1% (Q3 FY22) with record VP PU.
- Improvement of sales financial efficiency: VME expenses reduced from 11% in FY20 to 0,8% in Q3 FY22
- Reaching customer satisfaction level: 93% (NPS) in Q3 FY22
- Successful development from the scratch of JLR Mobility sales channel: 58 units sold, +70% VP PU vs regular sales channel.
- Fleet & business: FY20, FY22 & FY23 - JLR is Number 1 in fleet sales in premium segment on the market with share up to 42% with 70% VME cost reduction.
- Used cars business: Highest market share on the market for 3 years in a row.
- Financial services: launch of 2 Guaranteed future value (GFV) products on the market, improvement of FS penetration by 50% within FY22.
- The team has been formed, aimed at creating value through the transformation of ourselves, dealers, partners.

Reporting: Managing Director, Jaguar Land Rover Russia, Belarus, Kazakhstan Armenia

Manager of Business Development, Jaguar Land Rover Overseas, UK

April 2017 – June 2019

Company Name - Jaguar Land Rover Limited

Location - Registered Office: Abbey Road, Whitley, Coventry CV3 4LF.

Responsibilities:

- Exploring of new business opportunities for the company across the Overseas region
- Development and implementation of new business models in various markets to increase the company's representation in the region and increase profitability.
- Innovative business projects leading and value creation across the regional national sales companies.
- Development of the new sales and after sales channels across the region

Achievements:

- Established operations of the Jaguar Land Rover National sales company in Mexico (full cycle) – Successful acquisition of the company
- Established commercial operations of Jaguar Land Rover subsidiary in Taiwan. Full cycle.
- Development and foundation of commercialization approach to online sales channels across the Overseas region. Currently online sales are launched in the 16 countries. On-going project. Current unique sales region result – 5400 cars sold.

Reporting: Head of Sales Operations, Jaguar Land Rover Overseas , UK

Jaguar Land Rover Sales Team Leader Russia, Belarus, Kazakhstan, Armenia

July 2012 – March 2017

Web – www.landrover.ru, www.jaguar.ru

Company Name - Jaguar Land Rover Russia NSC

Location - Moscow, Mezhdunarodnoe Shosse., Domain 28, Building.2 Russia, 141411.

Responsibilities:

- Management of sales operations of Jaguar Land Rover dealers' network.
- Managing the team of regional managers.
- Regular strategic decisions in dealerships network planning, forecasting, marketing activity.
- Development of individual plans, monitoring and evaluation of employees, development of motivation systems, the formation of team approach.
- Strategic planning and budgeting
- Analysis: market potential, market share, competitor activity, customer satisfaction, the level of consumer demand.
- Marketing issues: market research, competitor analysis, change tracking of customers portrait, forecasting of future changes
- Development and implementation of CRM system at all dealerships network
- Participation in the development of new products
- Strategic planning of retailer profitability and effectiveness improvement
- Development of VDM (bonus) system for dealer network
- Regular strategic and tactical cooperation with the headquarters of Jaguar Land Rover, UK .
- Development and implementation of systems and steps to increase customer satisfaction (NPS index)
- Implementing effective changes to increase ASAP

Achievements:

- Achieving the record level of sales of Jaguar and Land Rover for the company during the existence on the Russian market.
- The growth index of customer satisfaction (NPS) up to 97%
- Achieving record retention rate of 47%
- Achieving the highest level of employee engagement in the company

Reporting: Head of Sales Operations Jaguar Land Rover Russia

Jaguar Land Rover Senior Regional Business Manager

October 2010 – July 2012

Web – www.landrover.ru, www.jaguar.ru

Company Name - Jaguar Land Rover Russia NSC

Location - Moscow, Mezhdunarodnoe Shosse., Domain 28, Building.2 Russia, 141411.

Responsibilities:

- Coordination of sales process in dealer network
- Managing a team of regional managers.
- Marketing issues: Market research, competitors analysis, change tracking, portrait customers, forecasting future changes.
- Formulation and monitoring of implementation of tasks and work plans for dealers.
- Budgeting of dealerships.
- Work over the quality of sales processes at the dealerships
- Implementation of CRM systems in the dealer network
- Development and implementation of coaching at dealerships
- Development and implementation of Mystery Shopping process across the dealer network

Achievements:

- Increased sales by 45% compared to the previous reporting period
- The growth index of customer satisfaction by 50%
- A significant (20%) improvement in profitability of enterprises through process of optimization.
- Victory in all competitions held by the company, the material and non-material motivation

Jaguar Land Rover Regional Business Manager

March 2009 – October 2010

Web – www.landrover.ru, www.jaguar.ru

Company Name - Jaguar Land Rover Russia NSC

Location - Moscow, Mezhdunarodnoe Shosse., Domain 28, Building.2 Russia, 141411.

Responsibilities:

- Managing the group of dealers
- Formulation and monitoring of implementation of tasks and work plans for dealers
- Development and implementation of coaching at dealerships
- Establishing and control over the sales process across the dealer network

Achievements:

- Implementation of all KPI group of dealers under the responsibility

BLOCK, Group of automotive companies. Block Ampel Auto, LLC

April 2008 – March 2009

Company Name – Block Motors

Web - www.block.ru

CEO (General Director)

- Management of the full-cycle enterprise. Risk analysis and daily strategic decisions
Operational and strategic planning and operational management.
- Making Action Plans for the withdrawal the company from the crisis and implementation of projects
- Budgeting
- Operational management of Cash flow
- Search for new business opportunities
- Find and attract additional funding.
- Planning (medium, online), staging and monitoring of implementation of tasks and work plans.
- Planning staff units, the development of individual plans, monitoring and performance evaluation employees, development of motivation systems, the formation of a team approach in job.
- Driving sales, after sales and marketing teams
- Development of schemes to improve the profitability of the business.

Achievements:

- The company achieved the self-sufficiency despite the negative external economic background.
- Structuring and automating of the company
- Creation of a leading name in the market and consolidating its own niche with a view to its expansion.
- Attracting additional investment to the company in spite of the negative external background.

EDUCATION

2014-2017 - Ashridge Business School, United Kingdom, England

Master's in business administration (MBA). General management.

2000-2005 - Institute of Cryptography, Communications and Informatics, Russia

Special equipment, special systems, Diploma

PROFESSIONAL DEVELOPMENT, COURSES

- 2023 – **AI Principles and practical application in Business.** University Zerocoder, Certificate
- 2021 – **Data Science and AI integration in the business.** Geek Brains training
- 2017 - **Disruptive innovation leadership.** EY training
- 2014 - **Leadership practice in business** Warwick Business School, Business certificate
- 2013 - **Leading and leadership course** Votive UK, Business training
- 2011 - **The course "Finance for Non-Financial Managers"** EXECT business training, Certificate
- 2011 - **The course "The practice of leadership in sales management"** Auto Dealer Training Centre. Joe Verde Russia, Certificate
- 2010 - **Course "Development of sales processes at the dealership"** Auto Dealer Training Centre. Joe Verde Russia, Certificate
- 2010 - **Course "Development of the Used cars business in the dealership"** Auto Dealer Training Centre. Joe Verde Russia, Certificate
- 2009 - **Course "Effective meetings"** Business trainings, Certificate
- 2008 - **The course "Marketing Strategy"** CBSD, Certificate

LANGUAGES

- Russian – Native, English – Fluent, German – Basic knowledge, Spanish – Beginner

PERSONAL INTERESTS

- Family, Reading, University teaching, Tennis, Running, Chess, Yoga, Football, mountain ski, music (guitar playing)

CITIZENSHIP, TRAVEL TIME TO WORK

- Citizenship – Russia
- Residence - Germany
- Mobility - 100% Mobile