

Alex Kuguk

B2B Sales & Commercial Operator

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EXECUTIVE SUMMARY

I have spent 26 years in B2B commercial roles: sales, business development, procurement, and leadership. The industries changed — crude and oil products, bunker fuel, venture investment, commercial real estate, B2B technology — but the work did not. Build the commercial relationship, negotiate the deal, keep the customer, and understand how a company decides which vendor to trust.

I have carried a quota, run commercial teams of up to twelve people, worked sales cycles that ran to six months, and rebuilt the pipeline and the forecast in companies that had neither. Four of those 26 years I spent on the buying side, in procurement for an industrial fleet — which is where I learned how a buyer evaluates a supplier nobody in the room has worked with before.

Today I run EVA DAVA, a fractional BDR service helping B2B SaaS companies book sales-qualified meetings with their ICP.

CORE CAPABILITIES

B2B Sales

Enterprise and mid-market, on cycles that run to six months. Quota carried personally and through a team.

Business Development

Opening markets and accounts with no inbound demand to work with, including CEE and CIS, which I sell into myself.

Commercial Leadership

Teams of up to twelve. Quota and territory design, pipeline and deal review, compensation, hiring and onboarding.

Negotiation

Supply contracts, leases and trading terms — where the commercial terms, not the pitch, decided the outcome.

Procurement Perspective

Four years buying fuel for a 75-vessel fleet, evaluating suppliers with no prior relationship.

International Markets

Europe, the UK, the US, Canada, Australia, CEE and CIS, and APAC out of Hong Kong.

CURRENT ROLE

Founder, EVA DAVA

EVA DAVA EOOD, Burgas, Bulgaria. Fractional BDR for B2B SaaS companies. Scope, terms and booking: evadava.com

2023 — present	Founder, EVA DAVA EVA DAVA EOOD · Europe, remote Fractional BDR service for B2B SaaS; I run the outbound myself. Alongside it, sales and revenue strategy for seven B2B clients across Europe, the UK, the US, Canada and Australia.
2025	Business Development Manager Superheroes.marketing · Toronto Business development into North America with international B2B clients, partners and decision-makers. Made the plan set for the period, converting qualified interest into proposals.
2021 — 2023	Sales Director, then Chief Revenue Officer Creative Quarter · Kyiv Flexible serviced offices in Class A business centres: 3,000+ desks across 16,000 sq m. Carried the group's net-new quota against three targets at once and grew the commercial function to twelve. Part of my pay was tied to EBITDA; Sales Director to CRO in twenty months.
2020 — 2021	Sales Director Forum Group · Kyiv Commercial real estate across 14 business centres. Opened the technology segment as a named account base and placed more than twenty companies on three-year leases. Recruited and trained a letting team of seven. Rebuilt the CRM and forecast on Creatio.
2014 — 2020	Senior Sales Executive and Investment Lead Youxian Investments · Hong Kong Screened 100+ ventures, mostly IT startups, against TAM, scalability and investment potential, then built the case for the investment committee. Ran go-to-market inside the portfolio companies.
2010 — 2013	Chief of Bunkering Operations, Procurement Division BUYING SIDE FEDCOM (Fedcominvest) · Monaco Bunker procurement for a 75-vessel fleet: roughly 350,000 tonnes a year, two to three stems a week, IFO380, IFO180 and MGO, bought worldwide. Answered for stem timing and fuel quality fleet-wide.
2000 — 2010	Head of Sales, Crude and Oil Products MKD Group · Kyiv and Moscow Carried the sales plan for crude and refined products on the group's book. Trading, export and pipeline logistics; rebuilt trade approval around netback rather than headline price.

Education — Specialist Degree in Finance, Kyiv National Economic University, 2004. Bachelor of Economics, RANEPa, Moscow, 2016.

Deutsch-Test für Zuwanderer B1, Volkshochschule Bergisch Gladbach, 2023. Languages: Russian and Ukrainian native, English, German B1.

Quota, compensation and revenue figures are under NDA. The figures above describe the scope carried, not results claimed.