



Alexander Shestak

Managing Partner,
Trainer and Coach,
"Sellwell"

Profile

Alexander Shestak has been in the training industry for over 14 years. During this time, he designed and conducted over 1,000 trainings, both in the classroom format and coaching in the fields.

For many years, Alexander has been in closely cooperation with clients from many spheres: metallurgy, petrochemical industry, FMCG, finances, pharmaceuticals. Up to now, for 6 years he was active in the FMCG sector, working his way up to the Regional Manager (Central Federal District, comprising 16 regions around Moscow). He was engaged in: developing a strategy for the district, recruiting staff for companies, training in many fields: sales, negotiations, management, logistics, assessment of effectiveness of a distributor, working with networks... He has conducted negotiations with major clients in the Central Region, both with business owners and hired CEOs... He signed contracts amounting to \$ 11,000,000.

In 2005, the Region, led by Alexander, was awarded the *Breakthrough of the Year* nomination for achieving extraordinary results.

Major clients

During his career at Sellwell, Alexander Shestak developed and carried out professional development programs and corporate trainings for various companies: Sibur RF and International, NLMK, Metinvest, Takeda, Ingosstrakh, VTB, Sberbank of Russia, Henkel, Heineken, MARS, Ferrero, Redbull, Ruskiy Produkt, Tikkurila, Beeline, SunChemical, HyperGlobus, and others.

Major projects

- "Comprehensive program for development of negotiation competence" for sales and marketing departments in various business sectors: petrochemicals, natural monopolies, FMCG, financial sector, manufacturing companies...
- Development Program for Purchasing Department: HENKEL, NLMK, Sibur, X5 Import, Valio
- "Sales: Edge of Synergy" program for managers of retail and corporate business of Ingosstrakh
- Program "Development of sales skills of corporate departments" for customer managers working with large businesses of Sberbank of Russia
- "Professional sales B2B" program for regional managers in the field of large sales (industrial equipment)
- "Effective work with a distributor" program for employees of Henkel, Tikkurila
- Development programs for high-potential managers of Beeline, Emotional involvement of employees. Employee development
- HighPerformanceTeam, Hyundai-motor

Degrees and Certificates

- 2020** **SCRUM ALLIANCE®**
Certified Scrum Product Owner
- 2019** **Pepperdine University (California)**
Certificate Mediation Program advanced
- 2018** **Centre of Effective Dispute Resolution (London)**
Certified mediator
- 2013-2017** **Harvard Law School, Harvard Negotiation Institute (Boston)**
Certificates:
 - Dealing with Difficult Conversations;
 - Negotiation Workshop: Improving your negotiation effectiveness
 - Mediation Program advanced
- 2001** **Russia-Canada Training Center (Moscow Economy and Energy College, City of Moscow and Southern Alberta Institute of Technology, Calgary)**
"Professional retraining" Diploma
Certificate in Finance
- 1996 – 2001** **Russian State Academy of Physical Culture, Moscow, Russia.**
State Diploma "Specialist in Physical Culture and Sports"

Career

- 2009 to present** **OOO "Managewell" (www.managewell.ru), training company**
Managing Director, trainer-consultant
- 2006 – 2009** **OOO "SellWell" (www.sellwell.ru), training company**
trainer-consultant
- 2002 – 2006** **ZAO "Schwarzkopf & Henkel"**
Regional sales manager for Central Federal District