

EVGENY PRAGER

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Date of Birth: 29.05.1986



PROFESSIONAL SUMMARY

A pragmatic and curious general commercial director with over 15 years' experience seeking to fully utilize my innovation and conceptualization strengths. Highly competent in strategy formulation, commercial transformation - financial and investment, operations, process optimization, marketing, project and change management. Possess solid presentation, explainer, analytical, negotiation, problem solving, employee management and relationship deepener skills. Known for being a never-ending student – I love to learn new things, to create things of purpose and to work with a high level of ambiguity.

Language Skills: English & Russian – fluent; German – beginner/intermediate

EDUCATION & QUALIFICATIONS

Emory University USA, 2019	Market-Based Value Creation Course
CFA Institute, Russia, 2010	Level 1 completed
State University – Higher School of Economics Russia, 2003-2008	Master in Economics, Finance and the Stock Market

WORK EXPERIENCE

Tikhvinskiy Kompleksniy Lespromhoz (TKLPH) Russia Jul 2020 - Present	General Director - Harvesting unit of Sylvamo - 7 direct reports Responsible for harvesting operations, financial and safety performance. Enhance business processes from manufacturing excellence through to commercial & business excellence <ul style="list-style-type: none">• Implement wood supply strategy as integral part of Sylvamo wood supply to secure wood flows to Sylvamo mill• Influence financial performance through strategy formulation, sales pricing, defining the ideal customer, setting operational goals, buyer and seller market analysis• Analyze cost and benefits of investment areas and make recommendations to Head Office finance and procurement• Align, approve and check CAPEX projects against targets• People management including transfer & outsourcing, restructuring and performance management• Promote sustainable and responsible forestry management• Manage and develop the safety culture• Ensure economics, risk and fraud compliance
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**Sylvamo
(former International
Paper Russia)**
Oct 2017 - Present

Commercial director, wood procurement Jul 2019 - Present – 5
direct reports
Responsible for procurement of 90% of Sylvamo mill wood consumption
focusing on sustainability and safety of supply, managing suppliers,
volumes, prices, wood quality, terms of shipment, logistics and storage

- Implement wood supply strategy, develop procurement strategy, leverage own harvesting for commercial contracts
- Define suppliers segments and target portfolio, balancing long-term and spot market to mitigate seasonality
- Lead and improve budgeting process, increase granularity level and enable joint-planning with key suppliers
- Enforce 100% compliant wood supply through due diligence system and internal auditors, promote certification to suppliers
- Manage quality of supplied wood and quality audits to suppliers
- Conduct negotiation campaigns and price setting committees
- Manage supply based on supply chain restrictions
- Develop and implement business improvement projects
- Set KPIs for direct reports & assess them, develop competences
- Define organizational structure of department and suppliers split between procurement managers, conduct managers rotation
- Conduct engagement survey and review results with team to set engagement improvement priorities

Product Manager – Wood Oct 2017-Jun 2019
Internal management consultant to build comprehensive wood supply strategy and market intelligence system

- Lead strategy creation process, gather needs from stakeholders and project sponsors, define work group, manage tasks, workload and timeline, conduct steering committees, manage change and ensure workgroup is internalizing knowledge and ownership from external consultants
- Provide key assumptions for strategy update project, challenge consultants and their pricing model, align different departments needs in strategic initiatives
- Gather and validate different sources of information in absence of one comprehensive source of data
- Develop supply/demand model to forecast price
- Provide commercial department with market intel, challenge team in monthly price committees and yearly budget process
- Update 5 year strategy every year
- Coordinated the implementation of the wood supply strategy leading to approximately 1 mln USD savings - recognized by International Paper EMEA leadership award

Freelance work
Aug 2016 – Sep 2017

Freelancer

- M&A consulting on selling data recovery business

SVEZA (world leader
in birch plywood)
Oct 2015 – Jul 2016

Customer Services Manager Oct 2015 – Jul 2016

- Design and implement Customer Service business-system, to measure and consistently improve customer experience

Project manager, commercial transformation Oct 2012 – Sep 2015
Internal management consultant for commercial transformation project

- Lead the commercial transformation project, focused on customer's needs, product development, price setting, sales channels, organizational structure, sales managers' motivation and support functions. Roll out project on target markets
- Improve sales department efficiency through constant processes improvement and optimization of resources allocation
- Introduced price committees, leading to 2,9% EBITDA increase
- Developed comprehensive sales managers' headcount calculation model led to 30% boost in sales
- Launched online claims handling tool, decreasing average period of claim review from 53 days to 9,3 days

N.B. other responsibilities have been / being repeated in my current role

Financial Analyst Jan 2012 – Oct 2012

- Assess investment and M&A opportunities

Freelance Work

Mar 2011 – Dec 2011

Freelancer

- Business valuation project using discounted cash flow model

**Pollyanna Capital
Partners**

Jul 2008 – Feb 2011

Junior Associate & Investment Analyst

- Management of sell side / buy side projects

HOBBIES

Motorcycling – with my love to explore I travelled solo through many European countries

Snowboarding – complimenting my motorcycling summer season activity, snowboarding is my winter passion