

SERGEY SHPAK

INDUSTRIAL ENGINEERING & COMMERCIAL LEADER | METAL CUTTING

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English: Fluent | Spanish: Upper-Intermediate (B2) | Russian: Native

PROFESSIONAL SUMMARY

Industrial engineering and commercial leader with 20+ years in metal cutting, manufacturing optimization, product management, technical consulting, and regional business development at Sandvik Coromant and Hoffmann Group. Progressed from technical specialist to Sales Director, leading organizations of up to 37 people and owning P&L, strategy, KPIs, key accounts, and distribution. Combines deep production expertise with recent software and AI engineering experience.

SELECTED IMPACT

37 people largest team led | **8%+** annual sales growth | **+30%** regional sales growth | **up to 30%** customer cost reduction | **68 to 32 days** DSO improvement

CORE EXPERTISE

Industrial Engineering: Metal Cutting, Cutting Tools, Machine Tooling, Machining Optimization, Tool Trials, Holmaking, CNC/NC Programming, CAD/CAM

Leadership & Commercial: P&L, Business Strategy, KPI Management, Team Leadership, Technical Sales, Key Accounts, Pricing, Distribution Networks, EBIT, NWC and DSO

Product & Customer: Product Lifecycle, Go-to-Market, Market Research, Product Testing, Technical Consulting, Training, Global Product Development

Digital Capability: Python, React, AI Applications, Data Integration, Workflow Automation, Web and Mobile Product Development

PROFESSIONAL EXPERIENCE

Sales Director | Hoffmann Group

Oct 2020-Aug 2023 | Moscow, Russia

- Owned regional P&L, business strategy, KPIs, and key-account relationships across automotive, oil and gas, and manufacturing sectors.
- Managed five sales regions and led a 26-person sales and engineering organization delivering commercial growth and technical consulting.
- Led 10+ industrial cost-reduction projects, including a Siemens engagement that reduced production costs by 20%.

Sandvik Coromant | Career Progression

Sep 2002-Sep 2020 | Moscow, Russia

Cluster Sales Manager | Sep 2016-Sep 2020

- Led a 37-person sales and engineering organization and managed regional strategy, pricing, key accounts, and partners from the Volga region to the Far East.
- Delivered annual sales growth of 8%+, increased market share by 2.5%, and improved EBIT by 3% through pricing and sales efficiency.
- Expanded the distribution network, increasing regional sales by 30%, and led consulting projects that reduced customers' metalworking costs by up to 30%.
- Reduced DSO from 68 to 32 days through a new credit policy and kept employee turnover below 5% through structured development plans.

Engineering Manager | Aug 2011-Sep 2016

- Built and led a multidisciplinary 24-person engineering team providing technical services, customer projects, product implementation, and internal and external training.
- Supported competitive solution sales through application engineering, training materials, and the introduction of new products.
- Increased customer efficiency by 10% and launched a new service offering that strengthened loyalty and generated additional revenue.

PROFESSIONAL EXPERIENCE - CONTINUED

Sandvik Coromant | Career Progression

Sep 2002-Sep 2020 | Moscow, Russia

Product Manager | Jul 2008-Aug 2011

- Led a five-person team responsible for all company product lines and the complete lifecycle from market research and testing to launch, adoption, and phase-out.
- Delivered technical customer presentations, trained internal teams, monitored sales performance, and contributed regional requirements to global product development.
- Accelerated new-product adoption through structured trials, technical materials, and coordinated go-to-market activities.

Technical Specialist & MTS Team Leader | Sep 2002-Jul 2008

- Provided metal-cutting consulting, cutting-tool trials, customer and sales training, machining optimization, and custom tooling development.
- Led the holmaking product area, coordinated the TITEX market introduction, and managed technical communication with global headquarters.
- Led a three-person MTS team delivering turnkey machine-tooling projects from customer drawings and machine selection through process planning, commissioning, and first conforming component.
- Expanded Sandvik's share in new machine investments by integrating its cutting tools into customers' machine purchase projects.

RECENT DIGITAL ENGINEERING EXPERIENCE

Full-Stack & AI Engineer | Calefy, Veridian, Petmap & Upwork

Aug 2023-Present | International Clients

- Build production web, mobile, and AI solutions using Python, Django, FastAPI, React, React Native, TypeScript, PostgreSQL, RAG, and external API integrations.
- Delivered white-label product infrastructure, customer-facing AI capabilities, an enterprise knowledge agent, real-time mobile chat, and international freelance projects.

EDUCATION & CREDENTIALS

Moscow State Technological University STANKIN, Russia - Master of Science, 1996-2002

Sandvik Top Management Program - 2018-2019

Sandvik Global Leadership Program - November 2013

Various Technical Trainings - Metal cutting, applications, products, and leadership, 2002-2016; certificates available on request

UTN, Argentina - Diploma in Full-Stack Web Programming, 2023-2024 | Certificate CER-8ORH59NS-96281

MongoDB Certification - Apr 2024