



## Vlad Nazar

Seasoned B2B sales and marketing professional with 9+ years of full-cycle experience in high-ticket sales, revenue operations, and growth strategy.

Proven track record of building scalable systems, increasing revenue, improving operational efficiency and leading cross-functional teams (3 to 19 people) in dynamic environment.

I've successfully closed high-value deals and signed strategic partnerships with unicorns and top-300 CMC projects.

Skilled in Sales engineering, RevOps, SalesOps, Funnel building and optimization, Lead generation and nurturing, Ecosystem development, ABM, and mentoring.

Open to global remote opportunities in sales, operations, or growth-focused roles.



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## Work Experience



### Head of Growth

claimr ⚡

All-in-One Gamification Engine, SaaS

Feb 2024 - Apr 2025

**Key Responsibilities :** Optimization and development of the entire sales system, competitor analysis, strategy and product roadmap formation, partnership building, agent network development

**Achievements :** Closed long-term deals with TOP500CMC projects such as Zeebu, ChainGPT, Wirex, Sweatcoin, MythicalGames and beyond.

Signed partnerships with Mantle, Monad, Avalanche, Metis, Concordium and other top-tiers.

Fully developed lead generation system, scripts, presentation materials, researched and developed a strategy to enter the new market - iGaming.



### VP of Growth

Unicorn Tokenization Corp.

Licensed Web3 Fund by Ambisafe

Oct 2022 - Jan 2024

**Key Responsibilities :** Promoting fund shares, launching marketing campaigns, signing contracts for token listing, building partnerships, exploring new ways for distribution.

**Achievements :** Brought in new partners from different countries and concluded agreements on mutual listing of tokenized assets between our platforms. Launched several marketing funnels for customer acquisition and retention



## Chief Commercial Officer

Ambisafe

Asset Tokenization, SaaS, SaaS, Web3

Jun 2022 - Nov 2023

**Key Responsibilities :** Lead Generation, Closing deals, Building sequences, Writing Press Releases, Product promotion, Setting up Ads, Building marketing campaigns, Performing CEO tasks, Business process development, Improving company products.

**Achievements :** Developed sales scripts for 4 campaign products, Started a marketing activity, Fully set up funnels and business processes, Launched cold lead generation process (Email Campaigns, LinkedIn, Matchmaking etc.)



## Business Development Advisor (Part-Time Contract)

EnTechEco

Software development, SaaS

Feb 2022 - Sep 2022

**Key Responsibilities :** Entering external markets, working out the funnel and strategy, finding new clients and creating ICPs, establishing communication with old partners, optimizing lead generation and writing communication scripts.



## Commercial Director

Trust Shipping

Logistics, Transportation, Car Sales

Dec 2019 - Jun 2022

### **Responsibilities and Achievements :**

- Build a company of 3 departments and a staff of 19 people
- Hired and trained a sales team of 9 people
- Divided the sales department into two teams and trained two team leaders
- Fully set up the CRM system for business processes, debugged the sales funnel, wrote scripts, sales methods, training on the specifics of the field
- After six months of work, launched 3 new areas of work
- Managing the marketing department of 5 people
- Developed a system for hiring and adapting staff, a financial reporting system, a sales funnel and a marketing strategy



## Senior Account Executive

INN4Science

Blockchain Development, Web3,  
Cryptocurrency, Outstaff/Outsource

Sep 2017 - Oct 2019

**Key Responsibilities :** Finding and attracting clients, Closing deals, Pre-sales, Email marketing, Working with partner companies

**Achievements :** Developed sales funnels for different markets, was a top salesperson multiple times, trained and mentored new hires, developed an onboarding and gamification system, and closed \$100K+ deals.



## Head Of Department

American Service Alliance

Home and Commercial Services

Dec 2016 - Aug 2017

**Key Responsibilities :** Sales team management, Reporting, Dispute resolution, Technical team management.

**Achievements :** Throughout the entire period of work, my team carried out monthly gross

## Sales Manager

### American Service Alliance

Home and Commercial Services

Dec 2015 - Dec 2016

**Key Responsibilities :** Closing deals, Support at all stages, Resolution of disputes, Follow ups

**Achievements :** Every month I was at the top of the sales leaderboard, leading it to the first line many times

## Licenses & Certifications

Grant Cordone Sales Training University

The Sales Process

LABA

Director of Sales

Krupkin Sales Bureau

Script Writing

LABA

Sales Manager

University of Pennsylvania

English for Business and Entrepreneurship

Source IT

IT sales and marketing

University of Pennsylvania

English for Career Development

Saas Founders

Large contracts on LinkedIn

International Marketing Business Academy

Digital Marketing

PRJCRT Institute

Growth

LABA

Digital Marketing

LABA

Strategic Marketing

## Education

2014 - 2020

Yaroslav Mudryi National Law  
University

Master of Laws LL.M

2014 - 2019

National University Of Urban Economy

Master-Logistics Management