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## Background

Efficient and organized professional with remarkable skills in B2B sales on CXO level and with diverse experience in the context of electricity markets. Possesses analytical problem solving skills, with good outcome. Goal oriented, resourceful in the completion of projects before or on schedule. Self-motivated, active, hearty and notable communicator and relationship holder. Is very interested in taking part of the electricity market developments, opening and transparency in the region.

## Professional Experience

- 2014-...** **CEO, Energia Juhtimiskeskus OÜ**  
Demand Response aggregator in Baltics. Electricity related efficiency services that have not provided before, using “Big Data”. Generation of on-going revenues and savings for large and SME consumers.
- 2014-2015** **Country Manager, Skapat Energia Eesti OÜ**  
Country Manager in Estonia. Providing electricity related financial products from Nord Pool Spot and Nasdaq Commodities. Electricity procurement services. B2B sales on CXO level.
- 2013-2014** **Sales and Development Manager, Inter RAO Eesti OÜ**  
Sales and Development Manager. Task has been to bring company to open electricity market Estonia. To develop all the necessary tools for sales, technical functioning for the company to enter open market. Also to create client portfolio.  
**Achievements:** Gaining 2% of market share in ~2 months and development of energy price calculation system from scratch.
- 2012-2013** **Key Account Manager, Eesti Energia AS**  
Working with key account clients, to work out strategies for buying energy. Working out new approaches and products and testing on clients. Managing internal communication lines within the company.  
**Achievements:** Exceeded expected results by eleven times.

## 2005-2012 **Manager, Novelin OÜ**

Majority of my work involved in finding new products and retailers. Communication with partners in Israel, China and Baltic states. Finding the suitable retailers in Baltics and working with them. Export to Latvia and Lithuania.

**Achievements:** Getting all the main retailers on the market to sell the products.

## 1995-2004 **Inchcape Motors Estonia OÜ**

Sales Consultant. Purchase and sale of MAZDA passenger cars. Participation in the development of campaigns, maximizing customer satisfaction.

**Achievements:** The best sales results 2002, 2003 and 2004

## Education

2013 **Bachelor in Social Sciences, Business Development**  
Tallinn University of Technology

## Training

2012 **Sales training**  
Vain & Partnerid

2010 **Neuro Linguistic Programming Course**  
NLP Institute

2009 **Go To Markets Latvia, Finland, Russia, Lithuania**  
Estonian Chamber of Commerce

2009 **Export Academy**  
Estonian Chamber of Commerce

2008 **Export ABC**  
HeiVäl Consulting

2000-2014 Several sales trainings with Vain & Partnerid, Mercury International, Invicta etc.

## Skills

- ▶ Expert of consumer behavior
- ▶ Notable skills in B2B sales and consulting
- ▶

## Strengths

- ▶ Active communicator, willing to take risks if needed, positive attitude
- ▶ Innovative, cooperative, rapid adaptability
- ▶ Committed to achieve goals
- ▶ Proactive attitude inside and outside the company

## Other information

- ▶ A + B Category Driving license since 1996
- ▶ Possibility to use personal car

## Hobbys

- ▶ Sports: Golf, cycling, downhill skiing, cross-country skiing
- ▶ Travelling
- ▶ Educating myself in psychology