

# Georgi Ganchev Ganev

15 Bunaya Street, Sofia, Bulgaria, 1505  
+359 885 778 086 | [georgio.ganev@gmail.com](mailto:georgio.ganev@gmail.com)

## RELEVANT WORK EXPERIENCE

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### Summary

Georgi Ganev has over 10 years of leadership/management experience leading various teams on local and international level with deep knowledge in key industries like Banking, CPG, Oil&Gas and Government. Throughout this period, he has managed to build well-established networks and is recognized as expert and leader with strong orientation towards growing customer value and achieving target results. Key strengths of his profile are the combination of board knowledge from finance, strategy and change management consulting, sales and business development, leadership, and deep technology background in areas like cloud, AI, automation and security, including their modern architectural aspects. Georgi has strong orientation towards newer leadership concepts and styles and how to establish a culture that drives overall team performance and results.

### **IBM Bulgaria** Country Leader

**[Jul 2020 – Today]**

Key focus of the role is to ensure and nurture the transformation of the individual, team and ecosystem capabilities to achieve the required performance from the country.

- Leading the teams responsible for the IBM Bulgaria services and sales revenue
- Driving growth in services and transactional revenue for IBM Bulgaria
- Building and growing team members skills for success and support them in achieving their individual goals
- Leading, developing and managing IBM partner's ecosystem strategy and execution in Bulgaria
- Enabling IBM ecosystem to grow by leveraging and developing skills and relationships to contribute our common positioning on the market
- Unifying IBM ecosystem capabilities before the Bulgarian market, as one IBM ecosystem and community
- Building community around IBM that can leverage key capabilities in enabling ecosystem business growth

### **IBM Bulgaria** Enterprise Client Leader

**[Jan 2019 – June 2020]**

The key focus of the role is to lead, streamline, manage and orchestrate IBM team capabilities and knowledge before customers by ensuring targets achievement and smooth project delivery.

- Leading business and relationship development for key enterprise customers in Bulgaria
- Developing and managing partner ecosystem related to key enterprise customers
- Driving growth in services business and ensure on time engagements delivery in key enterprise customers
- Unifying IBM and Ecosystem capabilities before customers as one IBM
- Supporting other teammates in closing deals and opportunities

**IBM Bulgaria**  
Client Leader

[Apr 2018 - Dec 2018]

The key focus of the role is to lead, streamline, manage and orchestrate IBM team capabilities and knowledge before customers by ensuring targets achievement and smooth project delivery.

- Leading business and relationship development for key enterprise customers in Bulgaria
- Developing and managing partner ecosystem related to key enterprise customers
- Driving growth in services and transaction business in key enterprise customers
- Unifying IBM and Ecosystem capabilities before customers as one IBM

**IBM Bulgaria**  
Analytics Leader

[Jul 2015 - Mar 2018]

The key focus of the role is to develop, streamline, manage and orchestrate IBM and Ecosystem capabilities and knowledge before customers by ensuring targets achievement and smooth project delivery.

- Leading business and relationship development for Analytics and AI in Bulgaria
- Driving strategic development and revenue growth of IBM Analytics business in Bulgaria
- Developing and supporting partner ecosystem to build AI knowledge and capabilities to deliver on projects
- Unifying IBM and Ecosystem capabilities before customers as one IBM

**IBM Bulgaria**  
SW Client Leader

[Sep 2013 – Jul 2015]

The key focus of the role is to develop, streamline, manage and orchestrate IBM and Ecosystem capabilities and knowledge before customers by ensuring targets achievement and smooth project delivery from partner and IBM teams.

- Leading business and relationship development for IBM SW Portfolio in Bulgaria
- Driving strategic development and revenue growth of IBM SW business in Bulgaria
- Developing and managing partner ecosystem to build SW portfolio knowledge and capabilities to deliver on projects
- Unifying IBM and Ecosystem capabilities before customers as one IBM

**IBM Bulgaria**  
Business Consultant, Human Capital Management and Organization Change, PMP

[Jan 2007 – Sep 2013]

In this period, I had fulfilled few roles. Initially as Strategy and Change Management Consultant where I was taking part in key projects related to our government and private sector customers to ensure Change management and Organization design delivery as Junior consultant first and as leading afterwards. Following that I have acquired PMP certification to become project manager in big international projects for some of our biggest customers, where I was leading big to small project teams towards on time and on budget delivery.

- Design, improvement and implementation of organizational change, business processes and policies
- Design of roles, profiles requirements and learning to ensure transformation and development of the roles
- Developing and delivering content for leaders' preparation and train the trainers guides
- HCM related business environment analysis, IT solution and processes design and implementation
- Management and delivery of HCM and organizational change transformation projects
- Stuffing and management of teams to ensure delivery
- Budgeting, timeline and resources stuffing ownership

- Deployment of sales plans for SWG Central Europe Middle East and Africa
- Calculation of quarterly and yearly achievements
- Budget preparation and sales targets set up for the SWG Sales in respective region

## **EDUCATION**

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**University of National and World Economy, *Master's degree in Organization of Labor*** [2004-2009]  
**University of National and World Economy, *Bachelor's degree in Organization of Labor.*** [1998-2003]

## **KEY COURSES**

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IBM Sales School – 2014  
SW Top Gun - 2015  
Industry and Business Insights – London Business School – 2016  
Financial Selling Executive Conversations – 2017  
Insight Selling to CxOs – 2018  
The Science of Emotional Intelligence - 2020  
Advanced Sales Coaching – 2020  
MD202 – Cultivating Empowerment and Accountability - 2020

## **SKILLS, ACTIVITIES & INTERESTS**

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**Languages:** ○ Bulgarian (*Native*) ○ English (*Advanced - written and spoken*) ○ Russian (*Beginners*)  
**IT and tools:** ○ MS Office/Excel (*Advanced*), SAP HR Functional Consultant

### **Achievements:**

- IBM Sales School – graduated with honors,
- IBM Hundred Percent Club,
- Sales Coach level Senior Knight,
- Sales Level Experienced,
- IBM License to Lead - Senior Manager