

DMITRI KOUCHNIRENKO

Executive Coach, and Seasoned Entrepreneur and Trainer
with 23 years of experience in Business Development,
Strategy, Sales and Marketing



With a wealth of experience and a proven track record in creating successful ventures, driving business growth, sales, and marketing excellence, Dmitri is a highly seasoned business consultant and trainer. His expertise, honed through years of practical experience and notable achievements, makes him a critical resource for anyone looking to achieve results.

Experience and Achievements

2020-present:

- Created Rednet Global, digital consultancy firm profitable year 1
- Provided expert sales, marketing, and entrepreneurship training to renowned global companies and business campuses in Singapore
- Led successful collaborations with clients, including high-profile companies, fostering enduring relationships and delivering customer satisfaction
- Authored the influential book "**The Rocket Startup**," offering valuable insights into launching and growing successful ventures

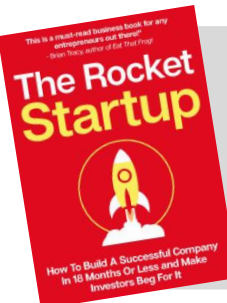
2015-2020:

- Created the global Incomlend brand, an online trade finance fintech, that attracted \$20 millions in equity capital from world renowned Venture Capital firm Sequoia and generated \$1 billion in funding turnover
- Increased Incomlend sales X10 by active use of the LinkedIn platform

2007-2015: Launched and managed the Cash Management business for BNP Paribas in Ukraine and Singapore. Both became top contributors to the Bank's P&L

2004-2007: Advised on Strategy and Marketing in the sectors of FMCG, Energy and Banking for Capgemini Consulting

2000-2004: Launched multiple successful brands for L'Oréal and Yoplait worldwide with hands on marketing mix management



"**The Rocket Startup**" by seasoned businessman **Dimitri Kouchnirenko** in collaboration with serial book author **Wilbert Wynnberg** provides a blueprint for business success by analyzing and emulating the strategies of successful companies, including Dimitri's own ventures. The book offers detailed frameworks and explanations, guiding entrepreneurs through the journey of turning their ideas into successful enterprises. It addresses common traps, mistakes, funding, company valuation, growth, recruitment, and more, making it an invaluable resource for aspiring and active entrepreneurs.

Education and Certifications

1993 - 1997



MASTERS
Paris Institute of
Political Studies

1997 - 2000



MBA
HEC School of Management
– Columbia Business School

2023



Professional SCRUM Master
Certified by
Scrum.org

Core Competencies & Specializations

- Deep understanding of business creation and growth strategies, sales methodologies, and effective marketing practices, enabling individuals and organizations to achieve desired results.
- Proven ability to leverage digital platforms and innovative marketing techniques to drive sales and maximize exposure.
- Exceptional change management skills, empowering businesses to adapt to new market dynamics and implement successful growth strategies.

Affiliations

- Since 2022:** **Entrepreneurial education speaker** at ESSEC Business School APAC; pro-bono activities in providing educational support for youths in entrepreneurship
- Since 2020:** **Startup Mentor and Business advisor** with Antler incubator, 500 Startups Accelerator (VISA), Global Trade Review (GTR)
- 2018/2020:** **Co-President** of the Banking, Finance and Fintech Committee of the French Chamber of Commerce in Singapore



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Testimonials

It had been a great few months of interactions and coaching. It was an effective few months where you have helped me to identify what I am actually looking for, and also guided me on steps that I should take further achieve my goals. It made me self actualise what I am lacking and find out my motivations. I came to understand myself better through this few month and discover more about myself.

It's was also great to hear your thoughts and ideas as a mentor and as an experience entrepreneur on what to look out for in my businesses. The exchange of knowledge greatly generated more ideas that I can put into action.

I enjoyed the coaching approach that you delivered, and how attentive and clear with your words to guide me through my thought process. The attentive to details such as noticing my body language to the choice of words I use for my replies to seem as though you can read my thoughts.

~ Alvin Bek

My experience being coached by Dmitri was a rather enlightening one. Him passing on his knowledge and experience in life has been a true godsend, my outlook in life has changed completely. I've achieved goals that we set, managed to improve myself as a person and overall attained an optimistic attitude after a few sessions of coaching with Dmitri. I'm glad I had the opportunity to work with him. Given the chance again to be under his guidance, I would 10/10 times gladly accept that offer.

I loved the coaching approach by Dmitri, I do wished that we had more face to face sessions though!

~ Trevis Quek

I was facing a rough patch in my life and at a few cross road and lost on which path to take. The coaching made me reflect and ask myself deeper on what I truly want and I feel you help me realise and understand actually I already decided on certain things.

I love how you noticed changes in my physiology when I reply on path A vs path B. This is something which i will not noticed without a coach.

Like making me realise i just need to dig deeper and maybe record myself next time and look at the playback if I ever face a cross road.

One particular coaching session which I remember the best is about when I should tell the truth or not, both has pros and cons and both are not easy but you let me realise it does not sit well with me if I did not tell the truth and at the end of the day, I spoke the truth and the outcome came out surprisingly better then I thought and I forged much stronger bond with this individual because I was honest and open to them.

I love the open ended self reflective question directing the very large part of the coaching.

And when I face some life dilemmas, when despite no matter how hard I dig, I was still conflicted and desperately needed some perspective from a third party eyes, before you gave that to me, you let me know you are stepping out of coaching and offering a perspective from someone who have been through life and as we have no contact before, that independent third party view is helping for that and that i can tell you many relevant things during coaching which even my family and closest friend do not know the whole truth about.

I'm grateful that you did not cast any judgemental view or made me feel bad in any way on certain wrong decisions I made in life which ive shared with you.

~ Skyler Seah