

Evgeny Rodin

Commercial Director · Data Centers, Telecom, IT

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PROFILE

Commercial Director with 22+ years of experience in IT and telecom. I build commercial functions from scratch and grow them to **₽1.5B/year** at a **15% CAGR** over nine years. I add **₽4.5B** in annual revenue and contract Tier IV data centers in **12 months**. I manage teams of up to **50 people**, vendor relationships, and P&L.

Expert in Federal Law 44-FZ and 223-FZ. Specialized in data centers and cloud services, telecom infrastructure, and complex integration projects with long sales cycles.

Since April 2026 — Independent Consultant in Data Centers and IT infrastructure. I help companies build commercial functions, prepare facilities for launch, and work with large clients. In parallel, I'm considering Commercial Director roles in Data Centers, Telecom, and IT infrastructure.

KEY ACHIEVEMENTS

- **₽1.5B/year** from scratch + **15% CAGR** — DataSpace.
- **+₽4.5B** and Tier IV data center in one year — ATOMDATA.
- Tenders from HSBC, KPMG, City Bank, Raiffeisen worth **>\$5M** — Beeline.
- Contracts with Gazprom and Rosneft worth **>\$2M**, pipeline **>\$10M** — Huawei.
- Procurement cost reduction of **30–50%** — Beeline.
- 4 sales departments built from scratch.
- Managed teams of up to **50 people**.
- Certified expert in 44-FZ / 223-FZ: EAIST, EIS, ETP Roseltorg.

EXPERIENCE

Systeme Electric JSC (Schneider Electric Russia)

Aug 2025 — Apr 2026

Head of Data Centers, Telecom & Financial Sector Department

- 2025: **115%** of plan — **₽700M**. Q1 2026: **₽800M**, **60%** above half-year plan.
- Sales of electrical equipment and integrated solutions for data centers, state-owned companies, telecom, financial sector.

ATOMDATA JSC (Rosatom State Corporation)

Mar 2024 — Feb 2025

Commercial Director

- Contracted **Atomdata Moscow-2** data center: Tier IV, **36 MW** total / **18 MW** IT — in under one year.
- Increased the company's annual revenue by **₽4.5B**.
- Built a distributed commercial department from scratch (Moscow, St. Petersburg, Innopolis).

DataSpace Partners LLC (DataSpace)

Dec 2014 — Feb 2024

Corporate Clients Director

- Business from scratch to **₽1.5B/year**, **15% CAGR** over **9 years**.
- Tier III Gold data center: **9.5 MW** / **4.3 MW** IT.
- Colocation, IaaS (Cisco FlexPod), BaaS, DRaaS, HaaS, VDI.

Unify Communications LLC (Unify / Siemens Enterprise)

Mar 2012 — Nov 2014

Head of Industrial Sector Clients

- Revenue growth: **+18%** in 2013, **+53%** in 2014 — **€10M+**.
- Clients: Nornickel, CPC, EVRAZ, Sukhoi, AvtoVAZ.

Huawei Enterprise (Huawei Technologies LLC)

Feb 2011 — Mar 2012

Head of Energy Sector Clients

- Contracts with Gazprom and Rosneft worth **>\$2M**, pipeline **>\$10M**.
- Reduced standard sales cycle from 2–3 years to 1 year.

Sovintel JSC (Beeline Group)

Nov 2006 — Feb 2011

Senior Manager, Key Accounts · Procurement

- Tenders from HSBC, KPMG, City Bank, Raiffeisen — **\$5M**.
- Reduced procurement costs by **30–50%**.
- Controlled annual revenue — **\$6M+**.

Business Svyaz Holding

Oct 2005 — Oct 2006

Corporate Clients Manager

- Launched 8-800, 803, 809 services from scratch. New revenue **\$1M+**.

Sales Manager

EDUCATION & CERTIFICATIONS

RANEPA, 2018

Business Development Management

Certified Expert 223-FZ — ETP TEK-Torg, 2020**MGAVT**, 2003

Postgraduate studies

Sales Large Account Business — Unify, 2014**Tough Negotiations** — Oratorica, 2012**MGAVT**, 1999

Higher education, Engineer

Cisco Sales Expert (CSE) — Cisco, 2007**CONSULTING**

Since April 2026 — Independent Consultant in Data Centers and IT. I consult for companies in data centers, telecom, and IT: I develop commercial strategies, P&L models, and go-to-market plans for new and existing facilities. Engagement format — project-based or ongoing.

- Market analysis and commercial strategy.
- Financial model and P&L.
- Go-to-market and sales launch.
- Work with large clients.

CONTACT

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