



Yury Larichev

CSO

About Yury

A solutions-orientated sales management professional, Yury develops and implements complex infrastructures and technical solutions for financial services, banking, and technology sales companies. With superior expertise in development methodologies, sales, and client relations, he brings strong project management skills to achieve bottom-line results while implementing leading-edge IT solutions. He provides effective leadership in fast-paced, deadline driven environments with superior hands-on technical capabilities and a proven history of success at delivering simultaneous mission critical projects.

How Yury has Helped Businesses Grow

- Led \$150 million in global sales of products in 11 languages, spanning 13 offices worldwide, specializing in cloud backup, disaster recovery, and secure file/sync/share solutions at Acronis.
- Led \$30 million in global channel sales at Parallels, Inc. Developed & implemented new global partner program focused on partner margins, online toolset to track partner incentives, sales operations and marketing automation.
- Developed & implemented new global partner program focused on partner margins, online toolset to track partner incentives, sales operations & marketing automation (Acronis, Parallels)
- Generated 350% revenue growth within his first year leading the fastest growing horizontal Cloud ERP global vendor Acumatica, becoming the leading global provider of adaptable cloud ERP applications for small and mid-sized businesses (SMBs).
- Grew revenues from \$36 million to \$180 million in just 4 years at Unicum Group developing and implementing its business strategy.

Executive Marketing Experience

- Chief Revenue Officer, Wallarm, Inc.
- Senior Vice President, Global Sales, Parallels, Inc.
- President, Global Sales, Chief Productivity Officer, Acronis, Inc.
- Chief Executive Officer, Acumatica, Inc.
- General Manager, WW SMB Sales & Marketing Operations, Microsoft SMSP HQ
- President, Chief Executive Officer, Unicum Group

Expertise

Industry Experience

- SaaS
- Technology
- Financial Services
- e-commerce

Specialties

- Sales Growth
- Sales/Marketing Automation/MarTech
- Go-to-Market Strategy
- Demand Generation
- Pricing
- Channel Strategy
- Growth Strategy

Education

- MBA, Università di Catania

Contact Information

Yury Larichev
Phone: 425.922.1255
ylarichev@chiefoutsiders.com
www.chiefoutsiders.com