Ramin Gasimov

Marketing & Commercial Strategy Leader

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PROFESSIONAL PROFILE

I connect brand strategy with the reality of sales. My work spans the full chain: product development and portfolio design through go-to-market, category management, pricing and team leadership.

01 Core expertise

- Brand and portfolio strategy
- Sales and trade marketing
- Product development
- B2B, HoReCa and retail
- Team building and leadership
- Market and competitor analysis

02 Professional experience

Khazri TN LLC
Commercial Department Director
Apr 2023 — Present

Gabala No. 1 Bread Factory LLC
Commercial Department Director
Nov 2025 — Present

AlatBay LLC
Marketing Director
Mar 2023 — Mar 2025

AgroTradeSupply LLC
Group Marketing Director
Mar 2022 — Feb 2023

03 Languages

Azərbaycan dili	Native
English	B2
Русский	C2
Türkçe	C2

04 Professional experience

Apr 2023 — Present

Khazri TN LLC

Commercial Department Director

Brands in scope: No. 1 Bread Factory

Team: Absheron sales team 80 people • Regional sales team 15 people • Marketing team 8 people • Project management team 1 person

Focus and projects: Commercial and sales strategy • Marketing plan and brand development • Sales team performance management

Projects

2023 — December 2023

No. 1 Bread Factory Brand Rebranding

- Refreshing the positioning, core promise and visual identity of No. 1 Bread Factory
- Developing the logo system: primary logo, symbol, slogan, alternative colour versions and minimum sizes
- Defining the logo clear space and implementing consistent usage rules
- Selecting the DIN Pro typography system and creating standards for headlines, body copy and accent levels
- Creating minimalist packaging ornaments and branded characters
- Developing corporate applications for business cards, folders, envelopes, office interiors, a pylon, vehicle livery and merchandise
- Preparing the brand guideline and ensuring a consistent visual identity across all communication channels

Nov 2025 — Present

Gabala No. 1 Bread Factory LLC

Commercial Department Director

Brands in scope: No. 1 Bread Factory

Team: Sales team 10 people

Focus and projects: Sales structure development • Market development • Commercial processes

Mar 2023 — Mar 2025

AlatBay LLC

Marketing Director

Brands in scope: AlatBay

Team: Freelance project

Focus and projects: Marketing strategy • Brand positioning • Market communication plan

Mar 2022 — Feb 2023

AgroTradeSupply LLC

Group Marketing Director

Brands in scope: ATS Food (Bismak, Çörəkçi, Odad) • ATS Soya (GP Soy Processing) • ATS Feed (GP Stock Feed, Ağdaş Yem) • ATS Mill (Abşeron Taxıl, Abşeron un) • ATS Agro

Team: Marketing team 16 people

Focus and projects: Multi-company marketing portfolio • Category and product strategy • Group brand coordination

Oct 2022 — Feb 2023

ATS Food LLC

Marketing Director

Brands in scope: Bismak • Chorekchi • Odad • Private labels

Team: Marketing team 16 people

Focus and projects: Marketing plan and brand development • Consumer and market research • Food development

Oct 2016 — Sep 2022

Delta Group C.O. LLC

Marketing Director

Brands in scope: Bismak • Chorekchi • Odad • Fonterra (Anchor, Doyarushka, NZMP) • Molkerei Ammerland (Ammerlander, Muhlenhof, Milch Farm, Merano) • Sultanlar Group (Camsil, Deonet, Piknik, Saloon, Kenton) • and others

Team: Marketing team 16 • Merchandising team 120

Focus and projects: Brand portfolio management • Trade marketing and merchandising • Consumer and market research

un 2016 — Oct 2016

Synergy Group LLC

Sales & Marketing Manager

Brands in scope: Isma Bike • Nəfis Bread • Excelsior Hotel • and others

Reporting line: Reports directly to the Business Development Department Director

Focus and projects: Business development • Sales strategy • New market opportunities

un 2015 — Jun 2016

Red Elephant LLC

HoReCa Sales & Marketing Manager

Brands in scope: Lila Kağıt (Sofia, Maylo, Berrak, Nua Prof) • Kiehl Germany • Üçtem-Plas • Silva Group (Semila, Resmo) • Falcon • Aquaclean

Team: HoReCa sales team — 10 people

Focus and projects: Annual sales and marketing planning • Brand book and promotional campaigns • Sales performance analysis

Projects

2015 — une 2016

Implementation of a New Sales KPI System

- Developing a measurable performance model to increase sales effectiveness
- Structuring sales targets by team member, customer segment and product category
- Defining core KPIs for revenue, margin, active customers, order frequency and new-customer acquisition
- Creating reporting formats and control mechanisms to track plan-versus-actual performance
- Introducing KPI-based performance reviews and action plans

2015 — une 2016

Bringing New Brands into the Portfolio

- Analysing market potential, consumer needs and category opportunities
- Identifying new partnership opportunities and leading commercial negotiations with brands
- Coordinating the addition of Lila Kağıt (Sofia, Maylo, Berrak, Nua Prof), Kiehl Germany, Üçtem-Plas, Silva Group (Semila, Resmo), Falcon and Aquaclean to the portfolio
- Preparing product assortment, pricing position, sales-channel and market-entry plans
- Supporting commercial launch through coordinated sales and marketing activity

2015 — une 2016

Entry into the Retail Sales Channel

- Assessing retail-channel potential, priority customers and sales opportunities
- Developing the entry strategy by customer segment, commercial proposals and trading terms
- Coordinating product listings, assortment selection, price placement and promotional mechanisms
- Building a channel-execution plan with distribution, merchandising and sales teams
- Monitoring sales results and updating action plans to develop the channel

an 2013 — Jun 2015

Engin LTD LLC

HoReCa Sales & Marketing Manager

Brands in scope: Eczacibasi İpekKagit (İpek Prof, Selpak, Marathon) • Eczacibasi (Maratem, Tana) • SCA (Tork) • Ermop

Team: HoReCa sales team — 10 people

Focus and projects: Annual sales planning and budgeting • HoReCa sales management • Vendor collaboration and market analysis

Projects

2013 — une 2015 — Implementation of a New Sales KPI System

- Developing a measurable performance model for the HoReCa sales channel
- Structuring sales targets by sales representative, customer segment and product category
- Defining core KPIs for revenue, margin, active customers, order frequency and new-customer acquisition
- Creating reporting formats and control mechanisms to track plan-versus-actual performance
- Embedding the KPI system within the sales team and introducing results-based performance reviews
- Improving sales effectiveness by updating priorities and action plans based on results

Dec 2005 — Jan 2013

Baku Electronics LLC

Brand Manager

Brands in scope: Groupe SEB (Tefal, Moulinex, Rowenta, Krups, Lagostina) • Valera • Microplane • Pyrex • Moneta • Beem • GlenDimplex • Alfi • Zwilling • Staub • BSF • Robert Welch

Reporting line: Reports directly to the owner

Focus and projects: Brand strategy and marketing planning • Sales growth campaigns • Merchandising and distribution development

Projects

2007 — anuary 2013 — Project Lead for New Store, Office and Retail Outlet Openings

- Developing and coordinating the implementation of design concepts for new store openings
- Evaluating potential locations and managing the selection process
- Planning store layouts, organising interiors and overseeing every stage of the opening process
- Developing and implementing product presentation and visual merchandising standards for brand stores
- Contributing to the development of design solutions for the 28 May, Ahmadi, Mardakan and Head stores
- Implementing merchandising standards and monitoring compliance across retail outlets

2007 — Tefal Brand Store Opening

- Developing the project concept, work plan and opening timeline
- Aligning the store space and interior solutions with brand standards
- Preparing product category presentation principles and visual merchandising standards
- Managing pre-opening preparation and coordination with key project stakeholders
- Overseeing the opening process and ensuring the store's operational launch

2011 — Zwilling Corner Opening at the Head Store

- Defining the Zwilling Corner concept and product portfolio
- Planning the dedicated retail area at the Head store and aligning it with brand requirements
- Coordinating product display, retail fixtures and visual merchandising solutions
- Managing the opening process and preparing the sales team for product presentation
- Launching the corner and ensuring its operation in line with brand standards

2006 — anuary 2013 — Corporate B2B Sales for Groupe SEB Brands

- Building and managing the corporate B2B sales channel for Groupe SEB brands

- Identifying corporate customer segments, prospective partners and sales opportunities
- Preparing product portfolios, commercial proposals and sales presentations tailored to customer needs
- Coordinating the sales process from order to delivery with brand, logistics and sales teams
- Developing client relationships, monitoring sales results and ensuring regular reporting

2006 — anuary 2013 **Web Platform Development and Project Management**

- Defining business objectives, functional requirements, resource plans and a full project lifecycle delivery plan
- Managing the preparation of technical specifications, information architecture and design solutions
- Coordinating web design, development and relevant departments through a single delivery roadmap
- Continuously monitoring project stages, action plans, risks and delivery quality
- Managing test plans, technical documentation and the acceptance process
- Organising team delivery, schedules and regular project-status reporting

2009 — anuary 2013 **Expanding the Small Domestic Appliances Category and Bringing New Brands into the Portfolio**

- Analysing market potential and consumer demand to develop the small domestic appliances category
- Identifying partnership opportunities with new international brands and leading negotiations to expand the company portfolio
- Bringing Valera, Microplane, Pyrex, Moneta, Beem, GlenDimplex, Alfi, Zwilling, Staub, BSF and Robert Welch into the company portfolio and coordinating their market entry
- Developing the product range, pricing position and sales-channel strategy for each brand
- Ensuring successful commercial launches through aligned sales, marketing and merchandising activity

2006 **Creating Azerbaijan's First E-Shopping Website with Bank Card Payments**

- Developing the concept and leading the launch of Azerbaijan's first e-shopping platform
- Building the online catalogue, order flow and customer shopping journey around business requirements
- Designing and coordinating the implementation of the payment infrastructure for the country's first website to accept bank card payments
- Establishing transaction processing, online contracting and order-management processes
- Coordinating the platform's operational launch, user-focused improvements and customer-service standards

2006 — anuary 2013 **Website Merchandising, User Experience and Analytics**

- Managing product, visual and category merchandising across the company website
- Improving site navigation, search capability and online shopping convenience
- Planning the online presentation of products, current campaigns and upcoming promotions
- Managing transaction flows, onsite promotions and conversion touchpoints
- Monitoring website analytics and improving the user experience through data-led decisions

2006 — anuary 2013 **Internet Marketing and Online Customer Acquisition Campaigns**

- Developing and executing an online customer-acquisition plan to increase website traffic and sales demand
- Managing performance-led campaigns with interactive agencies, marketing partners and media channels
- Monitoring online advertising, measuring results and running optimisation tests
- Developing creative solutions and aligning media activity with business objectives
- Collecting and analysing campaign data and preparing status reports for management

2006 — anuary 2013 **Social Media and Online Customer Communication System**

- Establishing social media channels and shaping the company's digital communication platform
- Managing the online presentation of products, current campaigns and planned promotions
- Managing enquiries, customer requests and online contracts received through social media and the website
- Aligning digital customer touchpoints with service standards
- Improving communication content through monitoring online feedback and customer needs

03 Focus areas

No. 1 Bread Factory — rebranding

Turning brand strategy into one coherent system across logo, typography, packaging and corporate applications.

04 Education

2006 — 2008

Azerbaijan State University of Economics

Degree: Master's degree

Specialization: Engineering Economics and Management · Marketing

2001 — 2005

Azerbaijan Cooperation University

Degree: Bachelor's degree

Specialization: Engineering Economics and Management · Marketing

1991 — 2001

Secondary School No. 261 named after Ilham Mammadov

05 Training

une 2025

Lesaffre Seminar

Organizer: Lesaffre Russia

Venue: Lesaffre Russia Training Center

Country & city: Saint Petersburg, Russia

2025

Practical Leadership

Organizer: Khazri TN LLC

Venue: Khazri TN LLC Training Center (Elshan Badirkhanov)

Country & city: Baku, Azerbaijan

2025

Leadership and Effective Communication in the Workplace

Organizer: Baku Psychology Center

Venue: Khazri TN LLC Training Center (Orxan Oruczade, Zumrud Ekberova)

Country & city: Baku, Azerbaijan

2025

Customer Satisfaction and Ethical Behavior in the Professional Environment

Organizer: Baku Psychology Center

Venue: Khazri TN LLC Training Center (Orxan Oruczade, Zumrud Ekberova)

Country & city: Baku, Azerbaijan

28.02.2025

Ireks GmbH Seminar

Organizer: Ireks GmbH

Venue: Ireks Training Center (Jurri van den Broek)

Country & city: Kulmbach, Germany

10–12.09.2024

Theoretical and Hands-on Training on Bakery and Pastry Production

Organizer: Ireks AŞ
Venue: Ireks Training Center (Akan Çetin, Sertan Deniz)
Country & city: Tekirdag, Türkiye

24–28.06.2024

Backaldrin Seminar

Organizer: Backaldrin
Venue: Backaldrin Center
Country & city: Linz, Austria

2014–2015

Chemical Product Training

Organizer: Eczacıbashi Holding
Venue: Eczacibashi Professional (Pinar Gunenc)
Country & city: Baku, Azerbaijan

23–29.10.2013

Sales Technique and Product Training

Organizer: SCA Tork
Venue: SCA Tork Business School Russia
Country & city: Tbilisi, Georgia

2013–2014

HoReCa Sales Training — Sales Technique

Organizer: Engin LTD LLC
Venue: G&K Consultancy (Gokmen Kesab)
Country & city: Baku, Azerbaijan

01–31.06.2013

Management Skills and Sales Technique

Organizer: Engin LTD LLC
Venue: Horeca LTD — Tork Distributor in Georgia/Tbilisi
Country & city: Tbilisi, Georgia

2006–2012

Sales Benefits, Merchandising, Sales Technique, Leadership and Team Management

Organizer: Groupe SEB Istanbul
Venue: FURLA Istanbul Education Center (Hakan Totkanli)
Country & city: Istanbul, Türkiye

February 2008

Course on Developing Management Skills

Organizer: NAB Group of Companies
Venue: DOOR International (Prof. Dr. İsmet S. Barutchugil)
Country & city: Baku, Azerbaijan

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uly 2006

Effective Marketing Management and Sales Technique

Organizer: NAB Group of Companies
Venue: DOOR International (Prof. Dr. İsmet S. Barutchugil)
Country & city: Baku, Azerbaijan

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06 International exhibitions & meetings

07.08.26
Experience exchange programme with Başak Gıda
Istanbul, Türkiye

06.08.26
Experience exchange programme with İstanbul Halk Ekmek
Istanbul, Türkiye

24–27.03.2026
Modern Bakery 2026
Moscow, Russia

09–12.02.2026
Prod Expo 2026
Moscow, Russia

une 2025
Meeting with Lesaffre
Saint Petersburg, Russia

18–22.05.2025
IBA 2025
Dusseldorf, Germany

25–28.03.2025
Modern Bakery 2025
Moscow, Russia

March 2025
Meeting with partners
Tashkent, Uzbekistan

February 2025
Meeting with partners
Kulmbach, Germany

03–07.02.2025
Prod Expo 2025
Moscow, Russia

December 2024
Meeting with partners
Minsk, Belarus

05–07.11.2024
Gulfood Manufacturing 2024
Dubai, UAE

September 2024
Meeting with Ireks
Istanbul, Türkiye

August 2024
Meeting with Dimka
Kirov, Russia

une 2024
Meeting with Backaldrin
Linz, Austria

19–22.03.2024
Modern Bakery 2024
Moscow, Russia

05–09.02.2024
Prod Expo 2024
Moscow, Russia

anuary 2024
Meeting with Revent
Stockholm, Sweden

22–26.10.2023
IBA 2023
Munich, Germany

04–11.02.2023
Prod Expo 2023
Moscow, Russia

08–10.10.2022
Grand opening of a new factory
Samarkand, Uzbekistan

20–23.09.2022
World Food 2022
Moscow, Russia

12–17.02.2022
Gulfood 2022
Dubai, UAE

05–11.02.2022
Prod Expo 2022
Moscow, Russia

01–04.11.2021
World Food Ukraine
Kyiv, Ukraine

26–30.09.2021
Meeting with Serbian companies
Belgrade, Serbia

21–24.09.2021
World Food 2021

10–14.02.2020
Prod Expo 2020

Moscow, Russia

19–21.01.2020

Meeting with Torku
Konya, Türkiye

19–21.11.2019

Meeting with Fonterra
Saint Petersburg, Russia

13–14.09.2019

Meeting with Peros
Adana, Türkiye

19–22.08.2019

Meeting with a print house
Konya, Türkiye

12–16.04.2019

Azpromo export mission
Doha, Qatar

16–24.02.2019

Gulfood 2019
Dubai, UAE

07–09.11.2018

Meeting with a print house
Konya, Türkiye

23–25.10.2018

SIAL 2018
Paris, France

18–19.09.2018

World Food 2018
Moscow, Russia

17–23.02.2018

Gulfood 2018
Dubai, UAE

11–15.09.2017

World Food 2017
Moscow, Russia

06–10.02.2017

Prod Expo 2017
Moscow, Russia

06–09.05.2014

ISSA Interclean
Amsterdam, Netherlands

06–09.09.2009

IFA 2009
Berlin, Germany

Moscow, Russia

16–19.01.2020

Meeting with a new vendor
Kyiv, Ukraine

04–08.10.2019

Anuga 2019
Cologne, Germany

23–25.08.2019

Meeting with Tibet Group
Istanbul, Türkiye

13–15.07.2019

Meeting with Orhei-Vit
Chisinau, Moldova

07–10.04.2019

Azpromo export mission
Riga, Latvia

10–14.02.2019

Prod Expo 2019
Moscow, Russia

04–06.11.2018

Meeting with a print house
Istanbul, Türkiye

07–13.10.2018

Food Expo 2018
Tokyo, Japan

30.06–04.07.2018

Meeting with a print house
Izmir, Türkiye

02–10.02.2018

Prod Expo 2018
Moscow, Russia

13–19.06.2017

Meeting with a new vendor
Kyiv, Ukraine

25–28.03.2015

EDT Expo 2015
Istanbul, Türkiye

12–14.02.2010

Ambiente 2010
Frankfurt, Germany

04–05.09.2009

Macef 2009
Milan, Italy

07 Languages

Azərbaycan dili	Native	English	B2
Русский	C2	Türkçe	C2

08 Updates

07.08.26 · Business visit

Business visit to Başak Gıda

The management team of No. 1 Bread Factory visited Başak Gıda to explore automated burger bun and tortilla production, new product ranges and opportunities for cooperation.

18.09.2026 · Partnership

Celebrating the opening of Popeyes Azerbaijan's third branch

Representing No. 1 Bread Factory, we attended the opening of our valued partner Popeyes Azerbaijan's third branch in Baku, in the 28 May area near Tesla Park.

06.08.2026 · Business visit

Business visit to İstanbul Halk Ekmek's Ahmet İsvan factory

The management team of No. 1 Bread Factory visited İstanbul Halk Ekmek's Ahmet İsvan factory to learn about its production processes and exchange experience with colleagues.

24.03.2026 · Exhibition

Modern Bakery Moscow 2026: new opportunities for No. 1 Bread Factory

At the Moscow exhibition on 24–27 March, new partnership opportunities in bakery technologies, equipment and ingredient solutions were explored.