



Anton Kargin

Consumer Experience (CX), Human Resources, Talent Development, Retail Ops | ex Nokia, Adidas, Microsoft, Philip Morris

Hilversum, Netherlands

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Languages

English (Fluent)

Russian (Native)

About

With extensive experience in retail and consumer operations, I excel in driving operational excellence at Nike. My background includes developing retail talent programs, enhancing workforce efficiency with AI technology, and improving key business metrics through strategic initiatives.

BRANDS WORKED WITH



Experience



● Director Labor operations excellence, Nike retail, EMEA

Nike | Jun 2023 - Now

- Fully responsible for Labor operations across 200+ Nike stores in EMEA:
 - key objective is to review and re-build Labor operations for retail (org re-design, standards development and implementation, capability development and etc). Work kicked-off and ongoing with target to complete within 12 months.
 - Developing Labor management standards to improve consistency in labor operations and to drive key Labor metrics: Wages/Net Revenue %, UPLH, SPLH and etc
 - Development of end-to-end reporting with automated Data flow, Data warehousing, Data visualisation and enabled Data Analytics.
 - Working on elevation of Workforce management: Implementation of new AI-based technology for Workforce scheduling, ensure Labor laws compliance across EMEA region, focused on increased operational efficiency.
 - driving operational excellence initiatives with focus on efficiencies and costs optimisation.



● Director Nike Retail talent programs & Employee experience, EMEA

Nike | Jul 2022 - Aug 2023

- Responsible for Nike Athlete Experience programs design and execution for Nike stores across EMEA. Currently driving portfolio of programs:
 - Launch of Global retail learning platform deployment (end-to-end process, technical deployment, content management, change management). Achieved critical growth +20pp for online learning adoption (Globally best result at Nike).
 - Launched Set of career development initiatives in order to improve overall retail employees engagement and support talent development pipeline. Received Global Excellence award for Career development program.
 - Leading cross functional teams with focus on retail operational excellence and improvement of key business metrics (conversion, revenue, store level P&L).



● Head of Consumer experience, Russian Market

Philip Morris International | May 2021 - Jul 2022

- Was responsible for development of Consumer Centric Organization in Philip Morris Russia.
 - Successfully Lead CX team with focus on building deep understanding of consumer and consumer journey: consumer journey map, experience gaps, opportunity definition and Voice of the consumer analytics (Local CJ MAP defined and constantly updated).
 - Integrated Consumer experience insights (across data points NPS, Market research, Field feedback) into affiliate strategy definition with clear focus on Consumer experience gaps and pain points.
 - Successfully re-launched NPS system with full architecture and VOC process (move from salesforce.com to Medallia).

- Developed and launched integrated complaints management system, based on NPS scores and Call center processes.
- Initiated and tested portfolio of Acquisition and Retention initiatives to address critical consumer pain points.



● Head of Consumer experience, Swiss Market

Philip Morris International | Sep 2019 - May 2021

Key objective: Develop Consumer Centric Organization through org changes, processes redesign and culture evolution.

Key responsibilities:

- Consumer journey map development in order to ensure smooth consumer experience across stages and channels;
- Integrate Consumer insights as a core into Affiliate strategy (Definition of product launches, Omni-Channel strategy, new Consumer programs evolution);
- Pain points and experience gaps definition across journey and across touchpoints (synthesis of data points like Market research, NPS, Business analytics and etc);
- Managing Consumer experience design process in order to address key pain points and experience gaps;
- End-to-end NPS system operational management (system, feedback collection, feedback loops)
- Building testing culture through implementation of Lean start up methodologies into development of programs and initiatives
- Commercial capabilities development across field teams;
- Driving employee engagement through internal programs.



● Head of NPS and execution excellence

Philip Morris International | Apr 2019 - Aug 2019

Building smoke free future with PMI in Swiss market.

- End-to-end set up of NPS system from "0": Critical touch points mapping across Consumer journey, Consumer Feedback collection, Feedback loop implementation.
- Successfully launched Employee engagement program with clear impact on business results;



● HR Director RRP (IQOS), Russia

Philip Morris International | Jul 2017 - Apr 2019

Building smoke free future together with Philip Morris. We are bringing state of the art technology to market to give alternative for Legal age smokers.

End-to-end HR support for IQOS retail

Achieved over 15% of total IQOS business in Russia through employee engagement program

Launched online learning system for Field sales force

Developed operational standards for field sales force



● Learning Director

Philip Morris International | Oct 2016 - Jul 2017

Responsible for commercial organization development with focus on RRP (reduced risk products) across Russia (4000 employees).

Key focus areas: Employee engagement development, Sales capability development across commercial teams, Organizational set up and development, Culture transformation and development.



● Director, adidas Academy

Adidas | Aug 2015 - Oct 2016

Inspiring people to change their life through sport!

Established adidas Academy as new created function with objective to transform culture for adidas retail (~1000 stores across Russia) population.

Academy established, team onboarded, portfolio of workshops developed in collaboration with top experts from Fields of: Sports, Nutrition, Psychology, Consumer experience.

Launched academy as a program for 15000 employees across Russia!

2 key responsibilities:

- responsibility for cultural/mindset transformation of 15000 employees aligned with new strategy;
- full business responsibility for academy operations and revenue generation.



● **Head of Sales excellence, Middle East (Lower Gulf, Saudi Arabia, Iran, Central Asia)**

Microsoft | Jul 2012 - Aug 2015

Fully responsible for Salesforce capability development across region - Lower Gulf, Saudi Arabia, Iran and Central Asia.

Key tasks and achievements:

- Achieved Globally best retail execution scores through successful deployment of experience based training programs across 5000 outlets;
- Deployed retail engagement and advocacy programs with 20% increase in sell-out;
- Developed B2B channel training support cadence;
- Developed training function through trainer's assessment, performance management and relevant development programs. Current team able to deploy high quality, impactful, experience and game based training programs across region.
- Support Field and Salesforce teams with recruitment, succession planning, talent management and people development.



● **Nokia Academy manager, Nokia Russian federation**

Nokia | Feb 2009 - Jul 2012

As a Nokia Academy manager was fully responsible for development and deployment of Global Sales capability program across Russia (support of KAMs, Nokia Retail and Multi-branded retail).

- Rebuild training function operations in order to align with Global guidelines and programs execution;
- Effective vendor management and successful negotiations resulted in up to 15% savings on external vendor's contracts;
- Engagement and efficiency indicators improved for trainer's team through team management and proper operations management;
- Managed to get funding for series of local training/employee engagement pilots with positive ROI for business;
- Developed and deployed first nationwide e-learning and retail engagement platform. Series of projects were deployed through the platform in order to increase advocacy and engagement in retail;
- First fully tracked and properly executed retail advocacy programs (Champions program) deployed with up to 20% increase in sell-out.

● **Regional training specialist**

Verridian Recruitment Consultancy | Oct 2008 - Feb 2009

Was responsible for Nokia trainer's assessment, certification and development across Eurasia.

Developed plan for Global trainer's development program execution. Successfully deployed assessment for trainers across Eurasia. Scheduled upskilling plan based on training needs analysis.



● **Nokia Academy trainer**

Nokia | Dec 2005 - Sep 2008

As a trainer was responsible for product and soft skills trainings execution across retail.

Developed series of training programs with excellent feedback from participants and retail management. Established relations with key retailers in order to increase participation in Nokia trainings. Provided full support for Nokia branded retail, deployed engagement measurement tools and series of people development programs.



- **Trainer**

IMS Group | Jun 2005 - Dec 2005

As a trainer was responsible for various product and soft skills trainings for field force.

Delivered more than 150 product, sales skills and presentation skills training courses during 6 months. Managed to develop and adjust training programs for various audiences (promoters, merchandisers, supervisors). Developed training materials based on product information provided by customers.



- **recruitment specialist**

Arthur Hunt | Mar 2005 - Jun 2005

Education & Training

1999 - 2004

- **Moscow State University of Psychology and Education (MSUPE)**

Bachelor of Psychology,