

KAREN NERSISYAN

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SUMMARY

Business & Operations Executive with 20 years of experience in commercial strategy, procurement, and large-scale operations. Led organization serving 1M+ customers, managed 1,200+ employees, and built supplier networks of 800+ partners.

As CCO, drove growth for a major retail & service hub with 200+ rental partners.

As Operations Director, delivered citywide services improving quality for more than a million residents.

Founder of B2B Connection LLC and Yelaran Foundation, building cross-industry partnerships, advancing IT/AI solutions, and promoting sustainable business practices.

Strong negotiator and strategic leader with extensive experience in commercial management, process optimization, and aligning business strategy with operational execution. Skilled at building comprehensive business ecosystems, driving sustainable growth, and delivering measurable results across diverse industries.

WORK EXPERIENCE

Chief Business Development & Marketing Officer, Innotek

Dec 2025 - Present

- Business development processes, including: marketing services, development and implementation of marketing and business strategies, increasing and promoting brand awareness, marketing activities and campaigns aimed at boosting sales, development and implementation of educational and training programs for staff and stakeholders, activities aimed at improving service quality. www.innotek.am

Chief Commercial Officer, Garage Masters' Mall

July 2022 - Aug 2025

- Led commercial strategy and customer operations for a large retail & service hub, including oversight of subordinate divisions such as marketing, procurement, and sales departments.
- Focused on service design, customer satisfaction, and operational improvements.
- Managed ~200 rental partners. www.gmm.am

Procurement Director, Mother See of Holy Etchmiadzin

Dec 2017 - April 2022

- Managed ~200 rental partners Directed procurement, service contracts, and supplier negotiations.
- Managed ~200 rental partners Managed ~800 suppliers

Commercial Director, Optimum Energy

May 2017 - Sept 2017

- Led sales team, ensuring alignment of commercial goals with customer needs while achieving growth in both B2B and B2C markets.

Founder, Yelaran Business Development

Feb 2024 - Present

“Yelaran” is an organization that brings together company founders, managers, and entrepreneurs, creating a community of like-minded people. www.yelaran.org

Founder, B2B Connection LLC

April 2016 - Present

- Built a comprehensive business ecosystem that drives sustainable growth. Our approach integrates Business Development to design and implement strategic projects and partnerships; a Commercial Block to manage sales, pricing, and contracts; IT Solutions for software development and AI integration; Procurement & Tenders for efficient sourcing and participation in public and private bids; and Daylighting Systems, providing energy-efficient, eco-friendly lighting solutions that promote sustainability. www.b2bhub.am

Operations Director, Sanitek Armenia

Aug 2014 - Nov 2016

- Oversaw daily operations and customer services for citywide waste management, serving 1M+ residents.
- Managed ~1,200 employees and implemented service scheduling and satisfaction initiatives that improved customer experience and complaint resolution.
- Implemented process improvements to enhance service reliability.

Project Manager, Locator CJSC

June 2011 - Aug 2014

- Managed sales and service teams, aligning commercial goals with customer expectations and driving B2B/B2C market growth. www.locator.am

Corporate Sales Manager, B2B Sales Team Lead, Armentel JSCo.

Aug 2008 - April 2011

- Managed sales and service teams, aligning commercial goals with customer expectations and driving B2B/B2C market growth. www.telecomarmenia.am

EDUCATION

Master's degree in Finance and Economics, Armenian National Agrarian University

1999 - 2004

CORE COMPETENCIES

Strategic Leadership | Commercial & Operations Management | Business Development | Procurement & Supplier Management | Cross-Industry Partnerships | Process Optimization | Sustainable Business Practices | Team Leadership

MEMBERSHIP IN ASSOCIATIONS

ICC Armenia | Union of Advanced Technology Enterprises | Republican Union of Employers of Armenia | The Union of Employers of Information and Communication Technology | Armenian Financiers Association

TEACHING EXPERIENCE

GUEST LECTURER – ARMENIAN NATIONAL AGRARIAN UNIVERSITY, NATIONAL POLYTECHNIC UNIVERSITY OF ARMENIA, EXPERT AT YELARAN BUSINESS DEVELOPMENT

B2B & B2C Sales Strategy | Sales Negotiation & Deal Closing | Client Relationship Management | Service Development & Delivery |