

TSANKO PETROV GYOSHEV

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Senior Business Development & Sales Leader | GTM & RevOps Specialist

EXECUTIVE PROFILE

Strategic revenue architect with **25+ years** of international leadership at **Microsoft, Dell EMC, and IDC**. Expert in **Go-to-Market (GTM) execution** and **C-Suite negotiations** (Fortune 500) across EMEA and US markets. Proven track record in scaling SaaS/Cloud ecosystems and leading high-performance cross-functional teams.

CORE COMPETENCIES

- **Strategy:** International Market Expansion, Revenue Operations (RevOps), P&L Management.
- **Sales:** Strategic Account Management, Value-Based Selling, KPI & Forecast Optimization.
- **Tech:** Azure Cloud, Dynamics 365, Salesforce, ERP Reporting, HIPAA/GDPR Compliance.

KEY PROFESSIONAL IMPACT

Transcarent – Accolade (USA Market) | 2023 – 2025

Provider Health Specialist & Mentor

- **RevOps Excellence:** Managed 45+ daily high-stakes cases, consistently exceeding SLAs and compliance standards.
- **Leadership:** Accelerated team productivity via live mentoring and onboarding of 10+ new hires.

Webhelp Enterprise (Microsoft Project) | 2019 – 2020

Inside Sales Manager

- **Cloud Growth:** Orchestrated GTM proposals for **Azure/Dynamics 365**, converting SMB/Enterprise leads into high-value Microsoft partnerships.

Tabella s.r.o. | 11/2017 – 01/2019

Relationship Manager for VIP Clients

- **Retention Strategy:** Designed and executed VIP growth plans and retention campaigns for high-net-worth accounts.
- **Optimization:** Analyzed account tiers daily to improve VIP customer experience and forward-planning schedules.
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Open HCM Europe s.r.o. | 2016 – 2017

Business Development & Int. Sales Manager EMEA

- **Project Lead:** Directed European rollout of **Biometric Security, Access Management** and Indoor Tracking systems.

IDC CEMA s.r.o. | 2013 – 2016

International Sales Manager (EMEA, Russia & CIS)

- **C-Suite Influence:** Directly negotiated multi-layered contracts with **CEOs/CFOs** of Top 500 firms.
- **Global Rep:** Represented IDC at international **CIO Summits**, closing high-value deals across EMEA.

PROFESSIONAL TRAJECTORY (1998 – 2013)

- **Dell EMC (2012-2013): Sales Manager;** Re-qualified trade show leads for SaaS/Software pipeline.
- **ABInBev (2007-2011): Credit Control Manager Team Lead (Irish Market);** Managed credit/risk for massive wholesale portfolios.
- **Bullengineering (2005-2007): Project Leader;** Managed marketing, finance, and new client GTM.
- **Jet Finance Int. (2004-2005): Team Leader;** Led financial agents and foreign partner negotiations.
- **Diplomat Mobile (2002-2004): Country Manager (SEE);** Built regional offices and sales strategies.
- **Sofmil Ltd (1998-2002): Regional Manager;** Scaled dealer networks by 30% via "Train the Trainer.", Team lead and Strategic accounts

EDUCATION & SKILLS: Sofia University: Business and Social Activities.

Languages: Bulgarian (Native), English (C2), Czech (C1).