Vladimir Gorochkin

CMO / VP MARKETING

Dubai, United Arab Emirates | gorochkin.com

I started in product, built and sold an e-commerce business, then moved into marketing leadership across trading technology, payments and brokerage.

Executive experience

B2BROKER Group

Product and marketing leadership | May 2023 - Present

Progressed from product and product marketing into acquisition and growth, then VP Marketing / CMO responsibilities across the group.

Portfolio positioning, go-to-market planning, acquisition, analytics, and decisions about the team, agencies and budget. I work with Product and Sales to connect the offer, the customer journey and commercial outcomes.

B2BROKER recorded twice as many sales in Q2 2026 as in Q1; marketing ROMI was 293% in Q2 2026.

B2BINPAY - Group product mandate

Within the B2BROKER Group role

Used customer interviews and sales conversations to develop positioning for enterprise payment infrastructure. Defined distinct strategies for the core payments and Web3 products, then aligned messages and materials across Sales, Product and marketing.

B2PRIME - Chief Marketing Officer

Jan 2025 - Present · Concurrent group mandate

Own retail marketing strategy and acquisition economics. Lead market-entry marketing, coordinate with Product, Payments and Legal, and report on expansion to the Group CEO.

ER-TELECOM

Lead Product Marketing Manager | Dec 2021 - May 2023

Led positioning, customer segmentation, value propositions and go-to-market planning across Product, Marketing, Sales and Analytics.

Built a continuous experimentation cycle, mapped customer needs and helped teams prioritise product improvements and launches.

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Business ownership and product foundation

MEBELEROVOCHKA

Founder & Product Manager | Apr 2019 - Dec 2021

Built an e-commerce business for landlords, from customer research and the offer to pricing, acquisition and operations. Negotiated and completed the sale of the business.

Reached break-even in the second month. Completed the sale to a regional business group.

IS CENTRE

Product Manager | Apr 2016 - Mar 2019

Worked on customer value and retention through segmentation, customer research and product improvements across regional operations.

Selected operating results

Aligned Marketing and Sales on qualification and response: MQL-to-SQL conversion rose from 13% to 20% (+54% relative). B2BROKER, Q3 2025 to Q1 2026.

Introduced AI-supported production workflows. Payroll costs fell 17% while actual material output tripled, reported for Q2-Q3 2026 after implementation against the preceding period.

Education and languages

Bachelor's degree in Organisation Management, Eastern University of Economy and Humanities.

Russian · Native
English · Full professional working proficiency