



KIRILL TRACHTENBERG

SOFTWARE DEVELOPER -
TURNED-ENTREPRENEUR

BUSINESS PROFILE

I am a software developer and systems architect with experience in designing, coding, and testing complex systems.

PROFESSIONAL HIGHLIGHTS

- Co-Founder of BH Cosmetics, a popular direct-to-consumer makeup brand www.bhcosmetics.com
- Led BH from zero to nearly \$100 million in annual sales
- Featured in INC 500 fastest growing companies in the US
- Member of Forbes Los Angeles Council

WORK EXPERIENCE

- Worked in IT, creative design, and digital marketing for over a decade for Fortune 1000 companies.
- Provided consulting services for small businesses and fortune 500 companies.
- Led BH Cosmetics to become the first company to create a cosmetic product in collaboration with a beauty influencer.
- Grew BH from zero to nearly \$100 million in annual sales with my leadership in digital and brand marketing, technology, product design, R&D, finance, supply chain, and customer experience.

PERSONAL PROFILE

Bringing new ideas to life has always been my passion and the driving force behind my career choices. Fascinated with coding since preschool, I started programming at a young age. In 1999 I set up shop as an independent consultant, providing support and developing IT solutions to complex enterprise-level problems. However, entrepreneurship was not one of my strengths at that time: I was not living up to my potential. Participating in Mr. Paliienko's workshops in Europe changed all that. With his training, I learned how to discipline myself and to be more productive. I learned how to overcome the fear that kept me from becoming who and what I really wanted to be; and I transformed myself from being a freelance consultant to being a highly successful and impactful brand-builder.

CONTACT INFO

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