

CV MAXIM PERETOLCHIN, PHD

Born 03.12.1976
Address Sommerbergstrasse 19, 67466, Lambrecht, Germany
Phone +491787153466
E-Mail maxim@peretolchin.com
LinkedIn www.linkedin.com/in/maximperetolchin
Languages English Business fluent
German Business fluent
Russian Mother language
Spanish Average



ABOUT

Open-minded and innovative global manager with a strong academic foundation and a proven track record in navigating complex intercultural and business environments. Renowned for analytical acumen, strategic thinking, and a deep commitment to technical excellence. An award-winning leader of cross-functional Marketing and R&D initiatives, combining scientific insight with creative problem-solving to deliver unorthodox, high-value solutions. Inventor with numerous patents and market-launched products worldwide. Entrepreneurial and results-driven mindset, paired with a proactive, self-reliant, and goal-oriented approach. Recognized as a “Doer” who transforms ideas into action.

PROFFESIONAL EXPERIENCE

Present **Managing Director – Start-Up: Bio & Pharma**

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01.2024 Heidelberg Biolabs | Germany

- Leading the development of a purpose-driven startup in the bio/pharma sector, with a focus on innovation, scalability, and market relevance.
- Driving in-depth market research, competitive landscape analysis, and business model validation to shape a robust go-to-market strategy.
- Creating marketing materials, defining pricing strategies, and building the brand narrative to position the venture for long-term success.
- Actively identifying and engaging with potential investors, strategic partners, and key stakeholders to accelerate growth and secure funding.

12.2023 **Professional Transition & Reorientation, Private Venture Development**

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11.2022
- Initiated a strategic career reorientation with a senior leadership role in the fuel and lubricant additives industry; this phase focused on exploring new opportunities across high-impact sectors including chemistry, pharmaceuticals, biotechnology, energy, oil & gas, culminating in my current role as Managing Director in bio & pharma.
 - Simultaneously implemented a more flexible private setup, enabling greater geographic mobility and openness to international relocation.

10.2022 **Project Manager – Strategy, New Products, Asset Utilization: Lubricant Additives**

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01.2022 BASF SE – Fuel and Lubricant Solutions | Germany

Key Achievements:

- Developed new product and business strategy to ensure sustainable and profitable asset utilization in a highly competitive market
- Conducted in-depth marketing, market intelligence, legal, regulatory, and technical investigations
- Identified and engaged future customers globally, initiating multiple collaborations

12.2021 **Senior Manager – Global Marketing & Product Development: Fuel Additives**

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01.2015 BASF SE – Fuel and Lubricant Solutions | Germany

Key Achievements:

- Drove significant, and in some cases multi-fold, profitability increases through customer acquisition and technical development
- Led global marketing, regulatory, and partnership initiatives, ensuring long-term client relationships

- Spearheaded R&D projects that delivered:
 - Two latest generations of TopTier Diesel detergent technologies
 - Industry-leading GDI gasoline detergent
 - World-class corrosion inhibitors and demulsifiers for diesel/gasoline
- Oversaw global product launches and start-ups at production sites
- Developed and executed IP strategy; resolved patent disputes
- Created advertising campaigns and consumer-facing solutions
- Managed portfolios across Southeast Asia, North America, Eastern Europe, the Middle East, Africa, Russia/CIS, Turkey, Latin America

Awards & Highlights:

- BASF SHARP Innovation Finalist (2020)
- Global Performance Chemicals Division Award (2020)
- All INN' Trophy Business Management Europe (2018)
- South America Innovation Excellence Awards (2016 & 2017)
- Example products and projects: Keropur D, Lukoil cooperation (Russia)

12.2014 **Global Marketing Manager – Fuel Additives**
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 BASF SE – Fuel and Lubricant Solutions | Germany

- 07.2011 Key Achievements:
- Supported clients across Russia, CIS, Turkey, and Latin/South America
 - Designed and managed engine, vehicle, and fleet testing programs worldwide
 - Developed new multifunctional fuel additive formulations and introduced competitive new components
 - Supervised lab-based product development; managed IP portfolio
 - Created impactful marketing and promotional materials

Recognition:

- Outperformed industry peers by 25% in Marketing Excellence Survey (2013)
- Highlight project: Primax Cooperation (Peru)

06.2011 **Head of Laboratory – Research (Polycondensates)**
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 BASF SE | Germany

- 01.2009 Key Achievements:
- Pioneered new applications for composite materials, polymers, resins, sol-gels, coatings, and more
 - Managed research laboratories and led teams of up to 10 technicians
 - Initiated and directed various R&D projects, integrating emerging technologies
 - Represented BASF at global conferences

Award:

- Global Innovation Award Finalist (2009)
- Highlight product: Kaurit Light

12.2008 **Research Scientist – Polycondensates**
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 BASF SE | Germany

- 08.2005 Key Achievements:
- Led team developing novel polyols for polyurethanes and melamine-urea-formaldehyde resins
 - Invented hyperbranched polymers based on urea and melamine

05.2005 **Product Manager – Household Chemicals**
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 Vershina (Development) | Russia

- 03.2005 Key Achievements:
- Managed product portfolio and developed new household chemical products
 - Designed and introduced new consumer packaging to the market

01.2005 **Guest Research Scientist – Polymers**
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 Max Planck Institute for Polymer Research | Germany

- 11.2004 Key Achievements:
- Developed research strategies and proposals in synthetic chemistry
 - Performed multistep organic syntheses in laboratory setting
 - Synthesized block and statistical copolymers

10.2004 **Postgraduate Assistant – Organic & Supramolecular Chemistry, Biochemistry**
University of Geneva | Switzerland
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11.2002 Key Achievements:
- Conducted multistep organic syntheses aimed at building supramolecular ion channels
- Performed peptide syntheses in solution phase

EDUCATION

10.2002 **PhD – Polymer and Organic Chemistry**
Max Planck Institute for Polymer Research (Synthetic Chemistry) | Germany
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10.1999 Supervisors: Prof. Klaus Müllen, Dr. Markus Klapper
Thesis: "5-Substituted Triazolinyls as Novel Counter Radicals in Controlled Radical Polymerization"
- Thesis grade: Excellent (Sehr Gut); Oral defense: Outstanding (Ausgezeichnet) – Dec 2004
- Focused on multistep organic synthesis of stable free radicals, kinetics of controlled radical polymerization, synthesis of block-copolymers, and product analysis using ESR, NMR, chromatography, mass spectrometry, and other techniques
- PhD research funded by a Max Planck Institute scholarship

05.2002 **International Max Planck Polymer Research School**
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09.2000 - Participated in intensive, week-long technical training in multiple disciplines:
- Polymer Science (Heraklion, 09.2000)
- Computer Simulations & Biopolymers (Borkum, 03.2001)
- Polymer Syntheses (Berlin, 09.2001)
- Symposium & Exchange with ETH Zurich (05.2002)
- Admission based on competitive selection process

07.1999 **Diploma in Chemistry (Equivalent to MSc)**
Saint Petersburg State University – Faculty of Chemistry | Russia
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01.1997 Supervisors: Prof. Alexander Bilibin, Dr. Olga Sokolova, Dr. Anastasia Menshikova, Dr. Tatyana Evseeva
Thesis: "Surfactant-Free Emulsion Polymerization of Methylmethacrylate as a Method for Producing Monosize Latex Microspheres"
- Final grade: Excellent (5) – June 1999
- Conducted research at the Institute of Macromolecular Compounds (Russian Academy of Sciences)
- Focus on latex synthesis for disease screening applications, polymerization kinetics, and latex characterization
- Received multiple merit-based academic grants for outstanding performance

12.1996 **Undergraduate Studies in Chemistry**
Novosibirsk State University (Buryat Branch) – Faculty of Natural Sciences | Russia
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09.1993 - Transferred to Saint Petersburg State University in Dec 1996
- Earned multiple merit scholarships for academic excellence

Maxim Peretolchin

Core Competencies

- **Global Marketing & Brand Positioning**
 - Global campaign development, customer segmentation, B2B marketing, consumer communications, advertising strategies
- **Innovation & Product Development**
 - End-to-end lifecycle management, formulation expertise, patent generation, time-to-market acceleration, customer-centric innovation
- **Business Development & Commercial Strategy**
 - Market intelligence, opportunity scouting, go-to-market planning, partnership building, profitability optimization
- **International & Intercultural Business**
 - Global stakeholder engagement across Europe, Asia, North America, Latin America, Middle East & Africa; multilingual negotiation; regional business responsibility
- **Project & Portfolio Management**
 - Cross-functional leadership, strategy implementation, product portfolio shaping, asset utilization, risk management, timeline and budget control
- **R&D & Technology Management**
 - Fuel additives, lubricant additives, multistep organic synthesis, quaternization, polycondensation, polymer chemistry, emulsion polymerization, (controlled) radical polymerization, lab-to-market transition, technology scouting
- **IP & Regulatory Affairs**
 - Patent strategy, dispute support, regulatory landscape analysis, compliance alignment across multiple jurisdictions, governmental approvals
- **Leadership & People Development**
 - Team leadership, mentoring, cross-cultural collaboration, interdisciplinary project guidance
- **Languages & Communication**
 - Fluent in English, German, Russian, average in Spanish; strong written and verbal communication in scientific and commercial settings