

Daniil Shardakou

Executive Narrative Architect · Presales Enablement Consultant

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Portfolio & case studies: shardakou.com



Translating complex technical solutions into executive-ready narratives that shorten deal cycles, unblock stalled negotiations, and enable faster C-level decisions.

TYPICAL ENGAGEMENTS

- After technical validation, when the commercial narrative needs to reach non-technical decision-makers
- When a late-stage deal stalls and the blocker is framing, not product
- When a strong offering is being misread by its buyers at the executive level
- When a fundraising round is technically ready but the investor narrative is engineering-led

Not a fit when: the engagement is early-stage idea shaping without validated substance or the deliverable is campaign content, SEO, or ongoing marketing operations.

KEY VALUES

Presales & late-stage deal enablement

Accelerate complex B2B deals by giving presales and solution architects the narrative infrastructure they need at the executive level — business value framing, ROI logic, and risk trade-offs structured for CFO and procurement decisions.

Executive decision support

Enable faster, higher-confidence decisions at C-level by making assumptions, risks, and trade-offs explicit before commitment — through investment justification frameworks, budget approval materials, and strategic alignment artifacts.

Technical-to-Business translation

Convert complex IT architectures, deep-tech R&D, and SaaS systems into commercially credible narratives that hold up under financial and operational scrutiny — without losing the substance that makes the case.

Positioning & service reframing

When a strong offering is being misread by its buyers, reconstruct how it is framed, sequenced, and communicated — from the claim stack to the narrative container — so it reaches the right decision-maker with the right logic.

Enablement content architecture

Build structured, reusable enablement systems — executive decks, case studies, decision frameworks, and narrative blueprints — that maintain quality and consistency across sales cycles, teams, and geographies.

ARTIFACTS

Executive decision deck · Presales narrative blueprint · RFP executive summary · Battlecard

PROFESSIONAL EXPERIENCE

Executive Narrative Strategist & Presales Enablement Consultant (independent)

May 2012 – Present

Early engagements focused on commercial proposal architecture and narrative systems for SMB clients. Practice evolved toward complex enterprise deals, deep-tech investment narratives, and C-level decision support across IT, SaaS, and industrial organizations.

- Partnering with sales, presales, and solution architecture teams in long-cycle B2B engagements to translate technical reality into executive-ready decision logic.
- Designing and delivering enablement assets used by sales leadership, presales teams, and C-level stakeholders across IT, SaaS, industrial, and deep-tech contexts.
- Collaborating with cross-functional teams (Sales, Product, Legal) to ensure narrative integrity and commercial credibility within RFP deadlines and executive review cycles.

Selected engagements:

- **Deep-tech investment narrative — Semiconductors / HPC**
 - Reframed 10+ years of patented post-von Neumann R&D into a Series B/C-ready investor narrative. Translated architectural complexity into compute economics, TCO logic, and milestone-linked return structure — enabling institutional fund discussions targeting \$15–25M in Series B/C capital.
- **B2B marketing data reliability — Multi-domain SaaS (US & DACH)**
 - Reframed a multi-domain B2B analytics project — technically focused on GA4, Ads, and CRM attribution — into a C-level narrative around marketing data reliability and budget decision confidence. Repositioned the work from a tracking implementation into a strategic asset supporting six-figure annual media spend decisions, enabling leadership-level discussion rather than a technical handoff.
- **CJM audit repositioning — B2B SaaS, mid-market**
 - Repositioned a B2B audit service that was being bought as a UX deliverable and ignored at the executive level. Redesigned the positioning logic and claim stack to reframe it as a forensic stress test of business logic — moving it from design-team discretionary spend to C-level purchase consideration within one sales cycle.

Head of Content Strategy & Production · Artox Media LLC (AMDG)

Oct 2011 – Jun 2012

- Rebuilt content production into an autonomous, repeatable system integrated with the SEO function, ensuring predictable throughput and quality control.
- Managed concurrent client projects across writers, editors, and SEO specialists.

PUBLICATIONS & METHODOLOGY

Developed proprietary methodology for narrative architecture, documented in 3 books published by AST — one of Russia's largest publishing houses — and adapted for corporate enablement programs.

Author of 20+ training programs focused on persuasive communication, commercial proposal architecture, and structural information design (blueprinting).

EDUCATION

- **M.Sc. in Technical Information Security**
 - Belarusian State University of Informatics and Radioelectronics, 2011
- **B.Sc. in Information Security**
 - Belarusian State University of Informatics and Radioelectronics, 2009

LANGUAGES

English — Written C1/C2 (executive decks, case studies, enablement materials) · Spoken B2
Russian — Native