

Victor V. Chernetsky

Department of Marketing
Eli Broad College of Business
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Education

Ph.D. in Marketing, Michigan State University 2017 – Present

Master of International Business Administration, Kyiv National Economic University

Bachelor of Economics (major in International Economics), Kyiv National Economic University

Research Interests

Centered on Marketing Strategy, with specific emphasis on

- Marketing-Sales Interface
- Organizational Culture
- Marketing Performance

Teaching Interests

- | | |
|------------------------|---------------------------|
| • Marketing Management | • International Marketing |
| • Brand Management | • Principles of Marketing |
| • Marketing Strategy | • Digital Marketing |

Teaching experience

Edinburgh Business School Eastern Europe

Tutor of Marketing

2013 - 2017

- Taught Marketing Course at MBA program

Industry Experience

Samsung Electronics, Kyiv, Ukraine

2011 - 2012

Head of Corporate Marketing Department

- Restructured and managed 39-person Marketing Department for \$800M multi-category business
- Gained market leadership in smartphone and washing machine product categories
- Achieved highest ever consumer tracking brand KPIs in 2012

Ukrdruk, Kyiv, Ukraine

2006 - 2011

Managing Partner

- Managed printing business with full P&L responsibility
- Restructured business operations and attracted new customers resulting in 5-fold revenue growth within 2 years
- Led new business development (expansion and start-up)

Wrigley, Kyiv, Ukraine

2002 - 2006

Regional Marketing Manager

- Managed marketing and trade marketing for the region of 12 countries (CIS excl. Russia)
- Developed new marketing strategy and grew market share in Ukraine from 56% to 75% within 2 years
- Launched high margin Orbit Professional with one of the best results in Europe (>5% share in portfolio)

Efes Beverage Group, Istanbul, Turkey (HQ) / Odessa, Ukraine

2000 - 2002

Marketing Manager

- Provided strategic and operational marketing support to country marketing groups (Ukraine and Kazakhstan); managed / coordinated key regional projects
- Developed brands in new product categories (soft drink and mineral water)
- Improved sales, customer perception and profitability of Chernomor beer brand via introduction of a super-premium brand flanker (novelty for the category)

Procter & Gamble, Kyiv, Ukraine

1997 - 2000

Asst. Brand Manager

- Responsible for volume, market share and profit of several fabric care brands
- Developed and implemented marketing strategies and brand support activities for assigned brands
- Re-launched Bonux detergent in Ukraine with 350% sales growth

Ukrainian Press Agency, Kyiv, Ukraine

1996 - 1997

Editor-in-Chief

- Founded, headed and managed *Ukrainian Statistics Report* newsletter
- Conducted analysis of Ukrainian macro-economic trends

Professional Service

Reviewer for 2018 AMA Summer Academic Conference (Sales Track)