

Victor V. Chernetsky

Department of Marketing
Eli Broad College of Business
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Education

<i>Doctor of Philosophy</i> , Marketing, Michigan State University	2022 (expected)
<i>Master</i> , International Business Administration, Kyiv National Economic University	1998
<i>Bachelor</i> , International Economics, Kyiv National Economic University	1997

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 brand tracking 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
- 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)