**Victor V. Chernetsky**

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Michigan State University [chernets@broad.msu.edu](mailto:chernets@broad.msu.edu)

**Education**

**Ph.D.**, Marketing

*Michigan State University* 2022 (expected)

**Master’s**, International Business Administration

*Kyiv National Economic University* 1998

**Bachelor’s**, 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
* Brand Management
* Marketing Strategy
* International Marketing
* Principles of Marketing
* Digital Marketing

**Conference Proceedings**

* **Victor V. Chernetsky**, Douglas E. Hughes, and Valerie Good, “A Blessing in Disguise: The Role of Conflict in Marketing-Sales Interface,” to be presented at 2018 AMA Summer Academic Conference, Boston, MA, August 2018

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

**Professional Service**

* Reviewer for 2018 AMA Summer Academic Conference (Sales Track)

**Languages**

* English, Russian, Ukrainian