

# Victor V. Chernetsky

Department of Marketing  
Eli Broad College of Business  
Michigan State University

East Lansing, MI, 48824  
(517) 252-1437  
chernets@broad.msu.edu

## Education

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<b>Ph.D., Marketing</b> <i>Michigan State University</i>	2022 (expected)
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<b>Master's, International Business Administration</b> <i>Kyiv National Economic University</i>	1998
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<b>Bachelor's, International Economics</b> <i>Kyiv National Economic University</i>	1997
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## Research Interests

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Centered on Marketing Strategy, with specific emphasis on

- Marketing-Sales Interface
- Organizational Culture
- Marketing Performance

## Teaching Interests

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

## Conference Proceedings

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- **Victor V. Chernetsky**, Douglas E. Hughes, and Valerie Good (2018), "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

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### **Edinburgh Business School Eastern Europe**

*Tutor of Marketing*

2013 - 2017

- Taught Marketing course at the MBA program

## Industry Experience

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### **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 the 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 brand extension with one of the best results in Europe (>5% share in the company portfolio)

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

2000 - 2002

*Marketing Manager*

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

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

### **Professional Service**

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

### **Languages**

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- English, Russian, Ukrainian