

Victor V. Chernetsky

Department of Marketing
Eli Broad College of Business
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Education

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

Conference Proceedings

- **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

Edinburgh Business School Eastern Europe

Tutor of Marketing

2013 - 2017

- Taught Marketing course at the MBA program

Industry Experience

Samsung Electronics, Kyiv, Ukraine

2011 - 2012

Head of Corporate Marketing Department

- Restructured and managed 39-person Marketing Department of the \$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 of the region with 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

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

Languages

- English, Russian, Ukrainian