

Victor V. Chernetsky

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PROFILE

Marketing strategy researcher with over 15 years of managerial experience at the leading multinational companies such as Procter & Gamble, Wrigley, and Samsung.

EDUCATION

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

RESEARCH INTERESTS

Centered on Marketing Strategy, with specific emphasis on:

- Marketing-Sales Interface
- Organizational Culture
- Marketing Performance

CONFERENCE PROCEEDINGS

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

PROFESSIONAL SERVICE

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

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.

LANGUAGES

English, Russian, Ukrainian.