

## VICTOR V. CHERNETSKY

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### EDUCATION

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**Ph.D. in Marketing** 2022 (expected)  
Michigan State University

**Master of International Business Administration**  
Kyiv National Economic University, Ukraine

**Bachelor of Economics**  
Kyiv National Economic University, Ukraine

### PROFILE

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

### RESEARCH INTERESTS

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Centered on the Marketing Strategy with specific emphasis on:

- Marketing-Sales Interface
- Firm Strategic Orientations
- Marketing at the C-Suite
- Organization Culture

### WORKING PAPERS (titles withheld)

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Conflict at the Marketing-Sales Interface, with Douglas E. Hughes.

Organization Culture and Marketing-Sales Interface, with Douglas E. Hughes.

Marketing-Sales Interface, with Douglas E. Hughes.

Firm Strategic Orientations, with Ahmet H. Kirca.

Marketing at the C-Suite.

### CONFERENCE PROCEEDINGS AND PRESENTATIONS

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Chernetsky, Victor V. and Douglas E. Hughes, “A Matter of Trust: Conflict Management at the Marketing-Sale Interface,” *28th Annual Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE, March 2019 (planned).

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

## **HONORS AND AWARDS**

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- 28th Annual Robert Mittelstaedt Doctoral Symposium Fellow, University of Nebraska-Lincoln, 2019.
- Graduate Office Fellowship Award, Michigan State University, 2019.
- Baylor Fellowship, AMA New Horizons Sales Faculty Consortium, 2018.
- Graduate Office Fellowship Award, Michigan State University, 2018.

## **PROFESSIONAL SERVICE**

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### **Ad hoc Journal Reviewer:**

- *European Journal of Marketing* (2018).

### **Conference Reviewer:**

- Academy of Marketing Science Annual Conference, Personal Selling and Sales Management Track (2019).
- American Marketing Association Summer Academic Conference, Selling & Sales Management Track (2018).

### **Judge:**

- All Michigan State University Sales Competition, February 2019.

## **ACADEMIC EXPERIENCE**

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### **Michigan State University**

*Graduate Research Assistant*

2017 - present

## **TEACHING EXPERIENCE**

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### **Michigan State University**

*Instructor*

2018 - present

- MKT 300 course (Managerial Marketing).

**Edinburgh Business School Eastern Europe***Tutor of Marketing*

2013 - 2017

- 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 \$800 million 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 increased 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*

- Edited and managed *Ukrainian Statistics Report*.
- Conducted analysis of the Ukrainian macro-economic trends.

**PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA).

Procter and Gamble (P&G) Alumni Association.

**LANGUAGES**

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English, Russian, Ukrainian.