

VICTOR V. CHERNETSKY

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EDUCATION

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

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

Centered on the Marketing Strategy with specific emphasis on the marketing-sales interface, firm strategic orientations, and marketing at the C-Suite.

WORKING PAPERS (titles withheld)

- Conflict at the Marketing-Sales Interface, with Douglas E. Hughes.
- Marketing-Sales Interface, with Douglas E. Hughes.
- Firm Strategic Orientations, with Ahmet H. Kirca.
- Chief Marketing Officers.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

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.

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

HONORS AND AWARDS

- 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

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

Michigan State University

Graduate Research Assistant

2017 - present

TEACHING EXPERIENCE

Michigan State University

Instructor

2018 - present

- MKT 300 course (Managerial Marketing).
- MKT 310 course (International Business), planned.
- MKT 317 course (Quantitative Business Research Methods), planned.

Edinburgh Business School Eastern Europe*Tutor of Marketing*

2013 - 2017

- 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 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

American Marketing Association (AMA).

Procter and Gamble (P&G) Alumni Association.

LANGUAGES

English, Russian, Ukrainian.