



# Iaroslav P. Gumeniuk | MBA | CIM

[iaroslav.gumeniuk@alumni.ie.edu](mailto:iaroslav.gumeniuk@alumni.ie.edu) | <http://www.linkedin.com/in/iaroslavgumeniuk>

• Best Marketing Team EFFIE Awards 2018 • Silver EFFIE Awards 2018 • 2 Bronze EFFIE Awards 2019

## Professional & Managerial Skills

- Business & Marketing Strategy
- Strategic session facilitation
- Marketing Management (up to 150 people, 8 units)
- International Marketing & Regional Marketing (6 countries)
- Strategy | Scenario Planning
- B2C&B2B: Media, FMCG (Food & Beverages), Telecom, Banking, TV Sets, Retail
- Brand Management (> 25 brands)
- Positioning & Segmentation
- Product Management & Development (NPD, R&D)
- Project Management (PMO)
- Marketing Communication | PR
- Creative (> 100 commercials)
- Digital & Online Marketing
- E-Commerce
- Social Media Marketing (SMM)
- Content Marketing
- Pricing Management
- Sales Channels Management
- Retail (Trade) Marketing
- Customer Experience (CX): CEM, Service design
- CRM, up to 26 mln clients
- Campaign Management (CBM)
- Churn & Loyalty Management
- Market & Business Analysis and Research
- Big Data & Data mining
- Operational Efficiency
- M&A Business Processes Integration
- Employee Development
- Change Management

## Education

- 2016 – PMP, Spider management technologies (Kiev)
- 2016 - MBA, IE Business School (Madrid), GX MBA program (A).
- 2009 – 2011 Chartered Institute of Marketing (UK)
- 2001 - Master of Economics, first-class honors degree of the Taras Shevchenko Kiev National University.

## Experience

- May 2022 – Present **Chief Marketing Officer (CMO)** at KNESS Group. **Renewable energy. (Wroclaw, Poland)**  
*Marketing Management & Strategy. Product management. Pricing. Marketing communications. Marketing research and analysis.*
- July 2018 – Present **Tutor of Strategic Marketing in CIM (Chartered Institute of Marketing, UK)**  
100% passing tests in 2018 (the best results in Ukraine and Worldwide), 90% in 2019 – 2021
- June 2021 – February 2022 **Associate Professor (MBA) of Customer Experience Management (CX, CEM) IIB (Kiev)**
- March 2021 – April 2022 **Deputy General Manager, Chief Marketing Officer (CMO)** at robota.ua. **Job board**  
*Marketing Management. Marketing strategy. Pricing. E-commerce. Brand management & Positioning. CRM. Marketing communications. PR. SMM. Digital marketing. Customer Experience Management (CX, CEM). Marketing research and analysis.*
  - ✓ Sales Revenue Growth in 2021 by 22%,
  - ✓ Vacancy gap vs main competitor improved from -13,8% to 1,9%
  - ✓ Implemented clear positioning, differentiation strategy and communication platform, Top of Mind growth to 37.9 (+6.3)
  - ✓ EComm B2B function establishment
  - ✓ Launch of CRM (CVM) & Loyalty program in 2021: 23% sales growth in LA and 40% sales growth in SME segments
  - ✓ Established of PR, Branding, Media planning, Marketing Analysis and Performance marketing functions
  - ✓ Established systematic Pricing & Tariffs approach
  - ✓ Launch of a year-round series of professional HR conferences & webinars (up to 5)
  - ✓ Launched HR Pro Awards (more than 300 participants and 130 applicants for 11 nominations)
  - ✓ Relaunch of two targeted magazines: <https://thepoint.rabota.ua>, <https://prohr.rabota.ua/>
  - ✓ Launch of a marketplace for HR products and services: HR Promo Point
  - ✓ The company and the marketing team coordination during the war
- August 2019 – February 2021 **Chief Marketing Officer (CMO)** at Eldorado. **Household appl. & electronics Retail**  
*Marketing Management (up to 100 people, 7 units). Marketing strategy. E-commerce. Brand management & Positioning. CRM. Marketing communications. PR. SMM. Digital marketing. Customer Experience Management (CX, CEM). Contact center. Service Design. Trade Marketing. Marketing research and analysis.*
  - ✓ Market Share & Sales Revenue Growth in 2020 by 15%, traffic growth in 2020 by 5% (lockdown year)
  - ✓ EComm sales Growth in 2019-2020 by 80%, Online MS growth by 50%, Conversion Rate growth by 20%
  - ✓ Launch of CRM & Loyalty program in 2020: active client's base growth by 32%; increase in the frequency of purchases by 12%
  - ✓ Contact Centre redesign and new SLA introduction
  - ✓ Established of PR, SMM, Branding, Media planning, Trade Marketing, Marketing Analysis and Performance marketing

- February 2019 – July 2019, Global Marketing Director at Kivi (UA, RU, KZ, BLR). TV sets. Online TV (OTT). *Marketing Management (up to 150 people, 7 units, 4 countries). Marketing strategy. International marketing. R&D. Product management. Pricing. Positioning. Marketing communications and branding. Social networks (SMM). Online marketing. E-commerce. Service management. Contact center. Customer Experience Management (CX, CEM). Business analysis. CRM*
  - ✓ #2 Market Share on Ukraine TV set Market in 2019
  - ✓ Launch Kivi TV OTT product in 2019
  - ✓ Business expansion to Belarus, Kazakhstan, and Russian Federation in 2019
  - ✓ Design and launch new TV Line Up in 2019

- January 2015 – January 2019 **at SCM group**
  - April 2017 – January 2019 Chief Marketing Officer at PUMB (First Ukrainian International Bank)
  - January 2015 – March 2017 Product Management & Business analysis (BI) Director at JSC Ukrtelecom
- April 2017 – January 2019 **Chief Marketing & PR Officer** at PUMB (First Ukrainian International Bank). **Banking.**

*Strategy development. Marketing management. Brand management & Positioning. Marketing communication. Public Relations (PR). SMM. Digital Marketing. E-Commerce. Customer experience management (CX, CEM). Marketing research and analysis. B2B.*

- ✓ Customer Base growth: B2C by 20% & B2B by 16%.
- ✓ Sales growth in 2 times.
- ✓ Brand Awareness & Usage growth up to 2 times.
- ✓ Digital marketing set up. **Online sales growth by 5 times.** SMM: social commerce set up. Viber-banking launch.
- ✓ Customer Experience (CX) formation: *NPS, Customer Journey, complaint's management. NPS growth by 2,4%.*
- January 2015 – March 2017 **Product Management & Business analysis (BI) Director** at **JSC Ukrtelecom** (Ukrainian telecommunications leader, #1 fixed Broadband and landline Phone, IPTV) **Telecom marketing. SCM group**

*Marketing management (60 people, 6 units, 25 branches). Strategic marketing. Product management and development, R&D. Pricing. Segmentation. Customer relationship & experience management (CRM), (CEM). Personalized campaign management. Churn prevention. BI, Big Data & Data Mining. Marketing research and analysis. Budgeting.*

- ✓ Transformed B2C Retail Commercial function resulting in EBITDA growth by 55% (+9 p.p.) in 2015.
- ✓ Increased Broadband Internet Revenue annual growth by 8% in 2015.
- ✓ Launched TV Broadcast product (IPTV) resulting in 32% of IPTV/OTT market in 2016.
- July 2006 – September 2011, January 2014 - December 2014 **Head of a department in Commercial Division** at **VEON** (one of the world's largest telecommunication operators). **Telecom marketing**
  - January 2014 – December 2014 Commercial Development Director at JSC Kyivstar
  - August 2008 – September 2011 Head of BI, Marketing Analysis and Reporting Department at JSC Kyivstar
  - July 2006 – August 2008 Head of Marketing Department at Beeline Ukraine
  - Chief Marketing Officer at Sky-Mobile in Bishkek (Kyrgyzstan) in May-August 2008: integration, strategy
- January 2014 – December 2014 **Commercial Development Director** at **JSC Kyivstar**. (Ukrainian telecommunications leader: mobile #1 & broadband #3, VEON). **Telecom marketing**

*Marketing management. Sales and Customer Service coordination. Commercial Project Office. Business planning. Business intelligence and analysis. BI, Big Data & Data Mining. Marketing research.*

- ✓ **Transformed Commercial** department by creating new 5-year Commercial strategy, 3G launch preparation, operational efficiency, which resulted in Revenue growth by 14% and EBITDA growth by 28%.
- ✓ **Restructured Broadband (FTTB) business** resulting in Revenue and ARPU growth by 23%.
- ✓ Implemented a **new distribution scheme**, resulting in +60% revenue from the new subs and - 10% early subscriber churn.
- ✓ Led **Neobrand project** to recreate brand values, logo, brandbook, point of sales standards, retail and advertising frameworks.
- ✓ Set UP Commercial **Project Office** and **Digital Marketing**.

- September 2011 – December 2013 **Chief Marketing Officer** at **Volia** (Ukrainian TV broadcast #1 & broadband #2 telecommunications leader). **Telecom marketing**

*Marketing management. Marketing communication. Brand management. Product Management and Development. Pricing. Digital Marketing. E-Commerce. Regional marketing. Segmentation. Positioning. CRM, CEM. Campaign management. Churn prevention. BI, Big Data & Data Mining. Budgeting. Marketing analysis and research. Public Relations (PR). M&A.*

- ✓ **Expanded subscriber base** (+9% in 2012, +10% in 2013) & Sales (+50% in 2012; + 15% in 2013).
- ✓ Promoted growth of Big Data & **Campaign Management**:
  - **ARPU** (+ 8% in 2012; +9% in 2013) & **EBITDA** (+ 6% in 2012; +19% in 2013).
- ✓ Introduced customer experience management resulting in **customer loyalty improvement**: NPS + 15%, Churn - 3%.
- ✓ Introduced **E-Commerce**: the new and the best in Telco system of online sales (growth by 30 times), 12% share in total sales.
- ✓ Launched **1st Digital HD & Interactive TV** (OTT, IPTV) broadcasting in Ukraine.
- August 2008 – September 2011 **Head of BI, Marketing Analysis and Reporting Department** at **JSC Kyivstar**. (VEON). Formation integrated Business Analysis approach: Big Data, Data mining, Strategic Planning, Reporting, ROI analysis and Research.

- July 2006 – August 2008 **Head of Marketing Department at Beeline Ukraine** (the mobile operator, VEON).

*Marketing management. Product & Project Management (B2C, B2B). Pricing. Customer relationship & experience (CRM), (CEM). Personalized Campaign management. Churn prevention. Trade & Retail marketing (BTL). Business intelligence, planning, research.*

- ✓ **Launched Beeline** brand in **Ukraine** in 2006.
- ✓ **Grew** Market Share and Revenue by 3 times, and Operating Income by 5 times in 2007.
- ✓ Implemented Customer relationship management (**CRM**) resulting in **the annual ARPU growth by 30%** in 2007.
- ✓ Implemented **Trade marketing** that secured retailers loyalty.
- ✓ Launched niche product (**Guerrilla Marketing**): Tourist, Student, Regional offers.
  - **Chief Marketing Officer at Sky-Mobile in Bishkek (Kyrgyzstan)** in May-August 2008: M&A integration, strategy

- September 2005 - April 2006 **Marketing Director at Agricultural Alliance** (the Zhitomir meat plant and the Andrushevsk dairy plant). **FMCG: Dairy products, Meat food**

New Marketing Strategy that boosted sales by 50%. / Launched 4 new brands.

- May 2004 - August 2005 **Marketing Manager of Vodka Category at Olimp Inc. FMCG: Beverages, Ukrainian vodka**

*Brand portfolio management: Olimp, Bilenka, Ulyublena, Vdala, 5 kapel, Privatna kolektsiya, Istinna. Marketing management.*

- ✓ Created and **launched** the Bilenka brand in 2004 (Ukrainian Vodka Brand sales leader in 2004-2005).
- ✓ **Repositioned** the Olimp and 5 kapel' brands, promoting the annual sales **growth by 10% and 15%** respectively.

- March 2003 - April 2004 **Head of Marketing Department at Lasunya Inc.** (Lasunya, Mu, Detolakt, distribution of Nestle, Nutricia, Nasha Mama). **FMCG: Dairy products, Baby food**

**Formed Marketing department** (23 people, 4 units): product management, R&D, branding, marketing communications, analysis, **trade and retail marketing** that led to increase of annual **sales growth by 20%**.

- September 2001 - March 2003 **Marketing Manager at JSC Nashe Radio**, leading Ukrainian national-wide radio network. **Mass Media & Content Marketing.**

**Repositioned** of Nashe Radio: rebranding, new target audience, positioning and programming (growth from 4<sup>th</sup> to the 1<sup>st</sup> place).

- September 1998 - September 2001 **Marketer at Selting LTD** (diamond tools production). **B2B marketing**

**Additional trainings.** More than 30 professional trainings in Strategy, Creativity, Facilitation, Human Resource Management, Leadership, Innovation, Change Management, Market Research, Business Processing, Time-management, Project Management, Planning, Operational Efficiency, Marketing Communication. Specialized programs of Media planning and IBM (SPSS) tools.

**Additional Information.** Sociability. Strong leadership and managerial skills. Analytical and systematic mindset. Flexibility and creativity. Strategic approach and operational execution. Continuous improvement and Innovative thinking. Sense of humor.

Languages: Russian, Ukrainian – native, English – fluent. | Hobby: World history, Football, Swimming.

