



Evgenia Kinebas golfer & marketer

with all round multi-industry experience in Russia & CIS- from pharmaceutical to gastronomy and global brands; from media buying to below-the-line and B2B. i bring along a true balance of perspectives: insider's understanding of major multinationals with aggressive growth ambitions for eastern Europe as well as of the innovation and marketing needs of local businesses; innovation and brand building strategies from brand owner's perspective. as well as thru the eyes of an executing partner agency; Russian national with roots in the market, but living across many countries during the last five years

credentials

marketing at all angles. If not all – I have tried many of the faces of what people call marketing.

my exceptional marketer scope comes from a brilliant variety of businesses I have been lucky to work with: Reckitt Benckiser, American Home Products; Video International; Orange BTL; Nutrinova; Starlight Overseas and more., I have touched and grew international brands, FMCG and pharmaceutical products; executed above- and below-the-line campaigns; dealt with buyers and was a buyer myself dealing with international manufacturers. I have seen innovation and brands work successfully or fail during conception, development, marketing execution, distributor relationships or agency effort I also have very much enjoyed teaching marketing theory to students at one of the most prestigious high schools in Moscow.