маркетинг в эпоху цифровой трансформации

ODGERS BERNDTSON

РОМАН ТЫШКОВСКИЙ

Управляющий Партнер,
Руководитель практики Медиа Odgers Berndtson

- Руководитель самой крупной в России практики «медиа» Сфера ответственности - поиск и подбор руководителей и ключевых специалистов рекламной и медиаиндустрии (телевидение, радио, пресса, интернет, new media, кино)
- Свыше 15 лет в индустрии поиска персонала
- Более 300 реализованных проектов по поиску управленцев для Российской и международной медиа индустрий.
- Советник CEO и СД, Инвестор, член СД

MARKETING DIRECTOR
2010

August 2007 – Present

BANK [redacted]
Marketing Director

- Developed and implemented long and midterm marketing strategy
- Conducted annual marketing planning and budgeting, e.g. advertising and sales promotion activities, trade-marketing, new products' support
- Managed [redacted] brand development project
- Build up the marketing function of the Bank from scratch

June 2001 – August 2007

[redacted] **INSURANCE GROUP**
Operations Marketing Director (08.2004 – 08.2007)

- Develop brand positioning strategy and architecture
- Conduct long and midterm marketing planning and budgeting, e.g. advertising and sales promotion activities, trade-marketing, launch of new products
- Coordinate market research and analysis; competitive monitoring
- Manage new product development process; coordinate Product Development Committee: analysis of competitive products, tracking of consumer needs and requirements, set up and launching of new offering, training to Sales
- Develop advertising and communication strategy: implementation of nation-wide and regional advertising campaigns (TV, outdoor, Internet, in-store activities)
- Manage PR activities
- Plan and coordinate sales support: trade motivation programs, co-branding with key partners, consumer loyalty programs, POS-materials, special events
- Manage of Customer Service Development Project:

Launch of Call-center operations on basis of [redacted] Manager
Reorganize Call-center and Front-desk into Customer Service Department
Start up of Service Quality Monitoring System

MARKETING DIRECTOR
2018

Key responsibilities/results achieved:

Management&Strategy:

- Team building and new organizational structure development based on business strategy model change
- Leading the internal brand-sponsors' team developing in order to integrate new company strategy within the organization and to launch cross-functional initiatives with high level of employees' engagement
- Lead yearly strategic session within TOP management and key performers in the company in order to develop [redacted] business vision for the next 5 years and define key focus zones for the upcoming period
- Motivation system renewal, gamification mechanics integrated

Brand&Design:

- Brand equity strategy and guidelines development based on qualitative and quantitative researches.
- Target audiences' mapping and key business expansion vectors identified
- Global company re-branding executed within all business units. Featured as one of the best rebrandings of 2016
- Development and execution of the scalable local brand awareness and consumers' education advertising campaign via TV, OOH, indoor, digital, owned channels and earned media(PR, bloggers, influencers, Word-Of-Mouth)

Media&Marketing communications:

- TV strategy optimization (planning and buying) and online-offline synergy model calculation, which led to +74% reach growth at 29% less rating cost in 2016 VS 2015
- Develop ROI calculation approach for TV impact on digital business. Launched TV 2016 strategy delivered payback period less than12 Months
- SMM development and focus switch to influencers' marketing: ambassadors' club launch, connecting key opinion leaders' groups (employees, loyal clients, bloggers, celebrities)

CRM:

- Clients' monetization and LTV improvement strategies launch led to +6% monetization per buyers growth in H1 2017 YoY
- Loyalty program designed and launched, results are +5% purchase frequency growth
- New digital communication channels launch (web push, mobile push, messengers). In 2017 reached 12% out of the total revenue
- Email re-launch: record share of email in revenue on the market among competition

Sales:

АВТОМАТИЗАЦИЯ МАРКЕТИНГА

- CRM
- ИНСТРУМЕНТЫ DIGITAL АНАЛИТИКИ
- MOBILE MARKETING
- ТЕХНОЛОГИИ МАШИННОГО ОБУЧЕНИЯ И СОПОСТАВЛЕНИЯ ДАННЫХ
- ПЕРСОНАЛИЗАЦИЯ ПРЕДЛОЖЕНИЙ

НАСТРОЙКА СИСТЕМ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА

УМЕНИЕ СФОРМУЛИРОВАТЬ ТЕХНИЧЕСКОЕ ЗАДАНИЕ ПО СОЗДАНИЮ АЛГОРИТМА НА БАЗЕ КОТОРОГО ЭТИ ИНСТРУМЕНТЫ БУДУТ РАБОТАТЬ

DATA, DATA, DATA

DATA DRIVEN MARKETING: КЛЮЧЕВОЙ НАВЫК – УМЕНИЕ СТАВИТЬ ЗАДАЧИ И ЗАДАВАТЬ ВОПРОСЫ ДЛЯ DATA SCIENCE

МАРКЕТИНГ ГОЛОСОВЫХ СЕРВИСОВ

Most In-Demand Hard Skills 2018

10. Network and Information Security
9. Mobile Development
8. SEO/SEM Marketing
7. Data Presentation
6. Software Revision Control Systems
5. User Interface Design
4. Web Architecture and Dev. Framework
3. Middleware and Integration Software
2. Statistical Analysis and Data Mining
1. Cloud and Distributed Computing

Most In-Demand Soft Skills 2018

4. Time Management
3. Collaborations
2. Communications
1. Leadership

СПАСИБО

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