

# **Mikhail Chernyshev**

**Marketing Director at Tele2 Croatia**

Croatia, , HR

Lecturer. Marketing Consultant. Co-owner and managing director of Inventa's Digital Agency Russian branch.

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## **Biography**

MPh.d. in Economics, Executive-MBA on Strategic Marketing from Stockholm School of Economics. Marketing professional, Consultant, Lecturer. Since 2000 - experience in international advertising agencies for such clients as: Alcatel, Hewlett Packard, Intel, Pernod Ricard, Nestle, Richemont Luxury Group, Puma. 2006-2013 - marketing experience for Tele2 ? Swedish mobile telecommunication company. In Russia and Croatia. Managed brand and creative platform, PR communications, digital marketing, marketing research, btl/promo, guerilla marketing and trademarketing. During the period of work Tele2 Russia has grew from 3 to 18 Mio customers, turned EBITDA and CF positive. And Tele2 Croatia has turned EBITDA and CF positive as mid of 2011 and continues to grow its market share. In 2013 took a new challenge of establishing a Russian branch of Inventa digital agency, operating also in Adriatics and Scandinavia. Along with this role, started to provide marketing consulting services for new business: Pronto-mobile (Russian MVNO), Dodo-pizza (Russian fast-food franchising chain) and became a member of the board for TFB-Zaim (Russian micro-financing company). Lecturer of the course "Integrated Marketing Communications" in British Higher School of Art and Russian Business School MIRBIS. In his free time Mikhail is running his blog on non-traditional advertising [www.marketing20.ru](http://www.marketing20.ru)

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## **Availability**

Keynote, Panelist, Corporate Training

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## **Industry Expertise**

Education/Learning, Telecommunications, Advertising/Marketing

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## **Areas of Expertise**

Guerrilla Marketing, Marketing Strategy, Marketing Communications

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## **Affiliations**

SSE Alumni

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## **Sample Talks**

## **Talk on Non-Standard Communication in Moldova**

1,5 hours keynote speech during the "Marketing360" conference in Moldova, Kishinev.

[http://www.youtube.com/watch?v=33h6\\_m-Cg\\_M](http://www.youtube.com/watch?v=33h6_m-Cg_M) <http://www.youtube.com/watch?v=mFFGjKwclNY>

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## **Event Appearances**

### **Guerrilla Marketing Experience of Tele2 Russia**

Vedomosti Newspaper - Non-Standard Ways Of Marketing

### **Low Budget Marketing**

Vedomosti Newspaper - Marketing Director's Club

### **Revolution in Communication - How To Turn Marketing Upsidedown**

Vedomosti Newspaper - Non-standard Ways Of Marketing Communications

### **Cultural Differences in Branding**

Summex - Summit of Market Experts

### **Where do Dreams Might Lead To? Secrets of Success in Marketing.**

Marketing One - "I'm A Marketing Director"

### **Digital Sex Without Silicone**

TOP Marketing Management Forum

### **Master Class on Marketing Communications**

Stories of Success: Companies, People, Business

### **Master Class on Low-Budget Marketing**

Higher School of Economics

### **Non-Standard Communication**

Marketing360

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## **Education**

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Master International Economic Relationships

### **Handelshögskolan i Stockholm**

Executive MBA Strategic Marketing

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Ph. D. Economics

**Stanford University**

Certificate of Completion Crash Course on Creativity

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## **Accomplishments**

**Effie Croatia 2011 - Silver**

Silver Award for "Jaaavi se!" campaign

**Effie Croatia 2011**

Golden Effie Award for Tele2-"Smiley" campaign

**Our Group Awards, Kinnewik Group**

Nomination in Grand Prix for Creativity of the Year 2011.

**Effie Croatia 2012 - Grand Prix**

Grand Prix for Brand Relaunch in Tele2-Croatia

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