

# Elena Sokolova

+7(903)278-08-57  
[Lero5@Yandex.Ru](mailto:Lero5@Yandex.Ru)



**MBA (GGSB, Grenoble, France) +MBA (RANEPA, Moscow) +Marketing (PRUE, Moscow) + MS in Chemistry (SSU, Saratov).**

Professional Business Developer with extensive knowledge and practical experience in sales, marketing and international business.  
Specialize in new business development and market expansion.  
Combine entrepreneurial drive with business-management skills to move business forward.

Expertise: Startup Management & Business Development, Sales & Marketing, TV & Digital media, Franchising & Licensing, Government Relations (GR) & Public Relations (PR), Kids marketing, Finance raising, Coaching & Consulting.

## Education

- |             |   |
|-------------|---|
| 2004 – 2006 | <i>MBA in Global Management from Grenoble Graduate School of Business (Grenoble Ecole de Management), France.</i> <a href="https://en.grenoble-em.com/">https://en.grenoble-em.com/</a><br>Degree with distinction.                 |
| 2004 – 2006 | <i>MBA from RANEPA (The Russian Presidential Academy of National Economy and Public Administration)</i> <a href="http://www.ranepa.ru/eng/">www.ranepa.ru/eng/</a><br>Degree with distinction.                                      |
| 2002 – 2003 | <i>Plekhanov Russian Academy of Economics</i> <a href="http://www.rea.ru/en">www.rea.ru/en</a><br>Specialization: Business administration. Marketing.<br>Degree with distinction.<br>Optional courses in branding and benchmarking. |
| 1992 – 1993 | <i>Postgraduate programme at Yuri Gagarin State Technical University of Saratov</i> <a href="http://en.sstu.ru/">http://en.sstu.ru/</a><br>Specialization in electric chemistry   |
| 1987 – 1992 | <i>Saratov State University, major in chemistry.</i> <a href="http://www.sgu.ru/en">www.sgu.ru/en</a><br>MS in chemistry<br>Degree with distinction   |

**Languages:** **Russian – native; fluent English, working French and German.**

**Personal qualities:** strong presentation, negotiating and managerial skills, goal oriented, analytically minded, high working efficiency, responsible, ambitious, communicative.

## Work experience

- 02/2013 – current** **TMK –Media. «Good Night, Kids!»** (TV & digital production company)  
[tmk-media.ru](http://tmk-media.ru), [spokoinoinochi.ru](http://spokoinoinochi.ru), [karusel-tv.ru](http://karusel-tv.ru)  
**Head of Business Development.** *Report to GM.*
- Identify and implement new business opportunities using public affairs, sales and marketing tools including Government Relations (GR), Public Relations (PR), finance raising, sales, event marketing, networking, social media, advertising, licensing and all appropriate ways to move business forward.
  - Establish and manage key business partnerships and relationships, maintain membership in professional organizations. Build and drive merchandise & licensing program. Promote TMK–Media projects in Russia and abroad.
  - Communicate with leading companies in different industries: broadcasting, TV, VoD/Online video, Apps & Games, entertainment, animation, advertising, telecom, publishing, insurance, banking, retail, FMCG, food, beverage, pharmaceuticals, cosmetics, apparel, toys and other relevant fields.
- 09/2006 – 02/2013** **INK Group** (Brand marketing agency based in Denmark). [inkgrp.com](http://inkgrp.com)  
**Sales Director Russia&CIS.** *Reported to GM.*
- Managed start-up activity of the Russian branch. Set up the branch's brand & sales strategies.
  - Directed all sales activities. Managed human, financial and material resources.
  - Developed and implement sales & marketing strategy for Russia and international markets.
  - Supervised commercial negotiations, established and maintained relationship with key clients & partners, interacted with retailers, developed new & existing business.
  - Conducted market research, launched co-branding programs, interacted with advertising agencies, developed PR- Promo & Ad programs (ATL, BTL) for key clients. Represented the business at conferences, trade fairs and events.
  - Masha & the Bear (<https://mashabear.com/>) –brand building from scratch.
- Partners:** Warner Bros, Lucas film, 20th Century Fox, Lego, MGA Entertainment, IMPS, HIT Entertainment, CN, Lucas film, Discovery Channel.  
**Animaccord (Masha & the Bear - the number1 Russian brand in Russia and worldwide, included into the Guinness Book of records).**
- 02/2004 – 07/2005** **Metallschneider –Radial** ([metallschneider.de](http://metallschneider.de)).  
*Services in VIP Real Estate area. Technical design and mounting of lifting systems, moving staircase, gates etc. Equipment imported from Germany.*  
**Head of Marketing and Pre-sales Department**
- 12/2001 – 02/2004** **Promo Service** ([ergaonline.com](http://ergaonline.com))  
*Italian company specializing in BTL activity, promo items, business gifts, souvenirs*  
**Sales and Marketing Manager Russia&CIS.**
- 02/1999 – 12/2001** **Cyrill&Methodius** ([km.ru](http://km.ru), [megabook.ru](http://megabook.ru), [km-school.ru](http://km-school.ru), [nachalka.info](http://nachalka.info)).  
*Multimedia production company.*  
**Business development manager**
- 09/1993 – 02/1999** **Sofit.**  
*Marketing & Advertising agency.*  
**Project Manager.**