

# DUBROVIN



## VICTOR DUBROVIN

Founder, Dubrovin Consulting

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### Details

Kviv, Ukraine

### Profile

Strategy and development consultant for top teams, facilitator of strategy sessions, expert on happiness and well-being in business.

### Skills

- Business strategy
- Coaching
- Strategy sessions
- Facilitation
- Consulting
- Marketing
- Leadership
- Strategic vision and thinking
- Critical and analytical thinking
- Solution orientation
- Negotiations
- Relationships building

### Languages

- English – C1
- Russian – native
- Ukrainian – native

### Experience in brief

- 20 years in marketing
- 10 years in strategy
- 10 years of experience in managing your own business
- 5 years in facilitation, coaching and working with top teams

### Employment history

#### Founder, Dubrovin Consulting

2021 - present

- **Conducting strategy sessions**

A strategic session allows to achieve in 2 days what often takes dozens of meetings and weeks of discussions, namely:

- Identify strengths and key business success factors
- Form a joint vision of the future and goals of the company
- Synchronize and form a common understanding of priorities and key actions
- Attune and coordinate the actions of the team
- Build commitment and intention to act

- **Workshops performing**

Topics:

- Strategic and operational marketing
- 7 sources of energy and happiness in work
- Involving leadership and developmental company culture
- Principles of building an effective team
- Well-being and principles of personal resource management

- **Individual coaching for top managers**

Topics:

- Developing and detailing a personal vision: how I see myself, what I want from life, from work, from a team, from a project. Determination of actual goals and challenges
- Personal mission, meanings, values: what, why and why I do, want to do; my aspirations, what is important to me and what I rely on; what is OK for me, what is not OK
- Personal strategy and strategizing: finding your goals, learning strengths and weaknesses, successful approaches, tactics, features that help achieve results. Exploring the best ways and further moving towards your vision and goals
- How to get out of the operations and engage in the strategic development of the company
- What kind of leader and manager to be. Development of your potential and leadership style
- How not to be a limiter in a team and project
- How to involve and motivate a team
- How to delegate and develop responsibility in a team
- How to build healthy and productive relationships and team culture

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- **Business development consulting**

Topics:

- Development of the company's business and marketing strategy
- Evaluation and development of strategic goals, as well as long-term business development projects
- Searching for new opportunities and strategies for business development
- Search and evaluation of key competencies, as well as distinctive advantages and points of differentiation of the company
- Organization and setting up the process of strategic management in the company
- Training and development of the top team in the topic of strategy and strategic planning
- Disassemble and understand how to set up marketing so that it works and creates value for the business, is integrated into the business strategy
- Structuring, reconfiguring, and restarting marketing
- Reconciliation and recommendations for improving marketing, communication strategy or promotional activities

## **Managing Partner, Aimbalance Marketing Agency**

2011 - 2021

### **Achievements and awards:**

- Top 3 marketing agency in Ukraine
- x4 Red Dots awards
- Cannes Short-list
- x12 Effie awards for performance
- x3 most effective digital agency in Ukraine
- x4 agency No. 1 according to the choice of clients
- x4 top taxpayers in Kyiv

### **CEO - Managing Partner:**

- Developed the company from 25 to 75 people
- Growth of revenue x3, Avg Net Income = 11%
- Representation in Europe and the USA
- Transformation of the company from a young start-up to a system company
- Formed independent top team.
- Got out of the operations and raised a CEO to my place.

### **Experience in strategy and projects:**

- Conducted over 100 strategy sessions and workshops.
- Implemented projects for Mastercard, Raiffeisen Bank Aval, Kredobank, Silpo, Comfy, Metinvest, WOG, EBRD, Avellum, Omega Pharma, Ilaya, Gigacloud, Arena CS, Globus Shopping Mall, Kyiv City State Administration, Shelest, etc.

### **New business and sales:**

- Prepared more than 400 proposals, made more than 250 presentations
- Attracted clients for 6+ mln USD, including Mastercard, Credit Agricole, Mondelez, Henkel, Diageo, Unilever, Silpo, WOG, KFC, TSUM, etc.
- Rebuilt the function and the marketing and sales team in the company, which allowed to increase the number of leads by 2.5 times

### **HR and teamwork:**

- Formed the HR function in the company
- Built a strategy and Employer brand of the company
- After company transformation, the turnover decreased from 50 to 20%, and hiring speed doubled.
- Conducted more than 300 interviews
- First job experience for over 100 students/young professionals.
- Best parties.

### **Workshops and Public speaking:**

- Conducted more than 50 public speeches and more than 50 corporate workshops.
- KMBS, Development programs for small and medium businesses EBRD, Bazilk School, Projector
- Marketing Forum, CX forum, HR Forum, FinRetail conference, UA Digitals, Cases, FW days, Bitrix "Anatomy of Change," etc.

## **Business development director, Brainberry Digital Agency**

2009 - 2011

## **New Business & Strategy Manager Euro RSCG Kyiv, Advertising Agency**

2002 - 2009

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## Education

### State University of Trade and Economics

1999 - 2004

Master's degree, Management of International Trade

### Coaching Institute, St. Petersburg

The art of flexible management  
Happiness in work

### KMBS programs, Kyiv

School of Strategic Architect  
Reboot for TOPs  
School of strategic changes  
New business thinking paradigms

### Other programs

Business Coaching for Teams and Projects, Business Coaching Institute  
Business diagnostics for consulting, EBRD program  
Facilitation. Modern methods of working in a group, KFG  
Strategic session. Process Deep Learning, KFG  
Facilitation Mastery, FacilitationPark  
Advanced Facilitation, Grape People

### Complexity management

Working with complexity by Bhavesh Patel  
Leading in complexity by Dave Snowden

## Clients



home<sup>net</sup>



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