



IGOR KUZMIN

EXPERIENCE

Bayer Consumer Health

/ Strategy & Digital Lead, Dermatology

Jun 2019 – Today, Basel, Switzerland

- Leading and delivering robust annual Category Strategy development & tracking of WTP & HTW choices
- Leading the integrated global activation development process, alignment, and roll-out
- Leading major market teams alignment process and further implementation and tracking
- Developing Dermatology digital roadmap
- Coordination of major markets aligned digital pilots & ensuring picture of success with Digit Excellence
- Defining capabilities for Derma incl. knowledge from profiling of winning Derma companies
- Ownership of the overall game plan, initiatives & contract with major market teams on stepping up digital capabilities
- Leading other key initiatives across the category

/ Head of CIS Country Group

May'17 – June'19, Moscow

- Introduced a new operational model for Kazakhstan, Belarus, Georgia, Armenia, Azerbaijan, Uzbekistan, Kyrgyzstan, Tajikistan, Turkmenistan, Mongolia, resulting 2-years double digit growth and significant improvement local market shares

/ Marketing manager, CIS Country Group

Jun'15 – May'17, Moscow

- Led local/region team (15 functional) + 2 direct reports. Implemented new marketing organization (incl. org. structure, procedures, adv. agency setup)

/ Senior brand-manager, Nutritionals

Jan'13 – Jun'15, Moscow

- 360 degree marketing for Supradyn and Berocca. Supradyn reached no.1 (MS) multivitamin position in Russia, Berocca +14% val. growth.

/ Senior brand-manager

April'11 – Jan'13, Moscow

- Led brand "Rennie" (from NPDs to Media execution)

Pepsico / Senior brand-manager

Feb'08 – Apr'11, Moscow

- Led premium juices segment "Tropicana" and "Ya"

Fruzhe (Mint Capital US venture investment fund) / Senior brand manager, confectionary

Sep 2006 – Feb 2008, Moscow

- The new brand developed "from the scratch" in "low premium" packed pralines segment

Henkel / Brand-manager, detergents & cleaners division

Jun 2003 – Sep 2006, Moscow

- Led Perwoll, Vernel detergent brands

PERSONAL DATA

Birth date: **19 April 1983**

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EDUCATION

Saint-Petersburg University of Engineering and Economics

Bachelor in Marketing and Project management

2000-2005

SKILLS

- Marketing
- Digital
- Media
- Project management
- Building teams
- Strategic thinking
- Courage
- Regulatory environment
- Presentation skills

INTERESTS

- Reading
- Infographics
- Traveling
- Photography
- Aviation
- Running