



## RESEARCH INTERESTS

Thesis Topic: FDI location choice of MNEs expanding to developing and emerging markets

Research goals: To establish the FDI location determinants in developing and emerging countries, their measurements as well as their relative importance moderated by MNE's strategic motives.



## EDUCATION

**PhD in Strategy // 2018 - present**

**Master of Science in International Management // 2017 - 2018**

**Master 1 in International Management // 2016-2017**

Toulouse School of Management (University Capitole 1) - Toulouse, France

**Bachelor of Logistics and Management // 2009 - 2014**

National Aviation University (Distance learning program) - Kiev, Ukraine

**Bachelor of Business Administration (Marketing) // 2004 - 2008**

International Business School "Kelajak Ilmi" - Tashkent, Uzbekistan



## WORK EXPERIENCE

**Marketing Manager**

**Hey Distribution LLC // Mar 2015 - Aug 2016**

Duties & Responsibilities:

- Planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs;
- Defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business;
- Liaising and networking with stakeholders including customers, colleagues, suppliers and partner organizations.

Selected Accomplishments:

- Successful launch of 5 new products;
- Developed and implemented customer loyalty program;
- Leveraged cost-effective marketing management and vendor negotiations of 20% under budget (without compromising business growth).

**Product Manager**

**Dr. Reddy's Laboratories Ltd. // Jun 2013 - Jun 2014**

Duties & Responsibilities:

- Developing marketing strategies for all brands within anti-pain portfolio in line with company's strategy and targets;
- Translating brand strategies into brand plans, brand positioning and go-to-market strategies; ensuring strategy and marketing plans implementation through field work and interaction with field force;
- Monitoring and analyzing market trends and competition;
- Managing costs and ensure assigned projects are on budget and delivered accordingly to plan.

Selected Accomplishments:

- Achieved 112% anti-pain portfolio sales target with 99% growth rate in the first financial year;
- Increased market share of key brand by 6% and improved rank by 3 positions, with brand growth of 80%;
- Developed and implemented new comprehensive product strategy and brand identity for anti-pain portfolio.

# Evgenia Karpovich

19 avenue de Ranguel, apt 11  
Toulouse 31400 France

+33751930924

evgenia.karpovich@gmail.com

[linkedin.com/in/evgenia-karpovich](https://www.linkedin.com/in/evgenia-karpovich)



## SKILLS

### Marketing

Marketing strategies  
Brand building  
Communication

### Business

Analytical mind  
Sales orientation  
Team player

### Personal

Responsible  
Accurate  
Flexible



## LANGUAGES

Russian • Native  
English • Fluent  
French • Fluent



## SOFTWARE

### MS Office

Excel  
Power Point  
Access

### Graphic

Corel Draw  
Photoshop  
Illustrator



## INTERESTS

Rock music, drums playing,  
fantasy books, mountains  
trekking, hockey fan



## REFERENCES

References will be provided  
upon request.



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### Marketing Executive

**Dr. Reddy's Laboratories Ltd. // Feb 2013 – May 2013**

#### Duties & Responsibilities:

- Contributing to the strategic planning of an annual or long-term marketing plan to drive forward company's objectives;
- Planning, developing, implementing, and evaluating promotional and media campaigns; monitoring, reviewing and reporting on all marketing activities and results;
- Preparing annual marketing budget, scheduling expenditures, initiating corrective actions and delivering marketing activity within agreed budget;
- Coordinating registration of new products and timely re-registration of existing portfolio.

#### Selected Accomplishments:

- Developed and executed procedures for improving marketing and sales processes;
- Completed registrations of several new products.

### Marketing Assistant

**Dr. Reddy's Laboratories Ltd. // Feb 2009 – Jan 2013**

#### Duties & Responsibilities:

- Coordinating marketing activities and policies for product promotion, working with brand managers and advertising agencies;
- Developing marketing promotional materials, keeping them ready, inventorying stock, placing orders, arranging receipt and effective distribution;
- Supporting sales staff by providing sales data, market trends, forecasts, and new product information;
- Preparing numerous in-house documents, including contracts, proposals, marketing briefs and advertisement materials.

#### Selected Accomplishments:

- Handled end-to-end ATL campaigns for OTC brands;
- Designed and produced numerous marketing collaterals (leaflets, booklets, posters, calendars, souvenirs, etc.).

### Marketing Specialist

**RAI Consultants Public Ltd. // Jan 2008 - Aug 2008**

#### Duties & Responsibilities:

- Collecting and analyzing data on customer opinions and decisions;
- Conducting qualitative and quantitative surveys, which involved field, interview and focus group assessments;
- In-depth analysis and interpretation of data, including surveys and focus group transcripts;
- Writing detailed reports containing actionable recommendations and presenting results.

#### Selected Accomplishments:

- Coordinated, analyzed and presented results for Nissan Motors market research;
- Developed and tested questionnaires, focus group moderator's guides for various projects (Coca Cola, Baltica, British American Tobacco, etc.) followed by preparing and presenting reports of findings.