

Contact

koptsova@gmail.com

www.linkedin.com/in/olga-koptsova-01901b20 (LinkedIn)

Top Skills

Product Marketing

Multi-channel Marketing

Management

Olga Koptsova

Olga

Moscow, Russian Federation

Experience

Group-IB - Global Cyber Security Company

Channel Manager

June 2017 - Present

Moscow, Russian Federation

Group-IB – 2 Partners programs creation, building active partner network from scratch, deal registration - resulted in 65% revenue growth.

-Increasing the number of acting partners, reanimating the business with not active partners.

-Managing virtual team (sales, technical, bdm, etc).

-Team lead of channel business activities.

-Evangelism of Group-IB Products and Services to channels.

-Planning of co-marketing activities with partners, creation of MDF program.

-Pipeline management, specifications, and quotations.

-The strong cooperation (webinars, presentations, on site activities) with channel for the main products: Secure Bank, TI, and TDS.

-Creation and execution of first event dedicated to channel partners of Group-IB.

Angara Technologies Group

Vendor Manager

December 2016 - May 2017 (6 months)

Moscow, Russian Federation

Angara –Built up co-marketing activities with vendors from zero to 4 activities per quarter.

-Annual vendors certification planning and execution (technical and sales), education of internal team.

-Team building with sales (vendor+ internal sales).

-Pipeline management, quotations, contracts management.

Siemens PLM Software

Channel Marketing Manager

September 2010 - September 2011 (1 year 1 month)

Moscow, Russian Federation

Siemens PLM Software – Partner program creation and associated market adaptation (CZ, PL, RF), evangelism of Siemens products to channels in the regions.

-Siemens Partner Day creation, marketing support, marketing plan adaptation to regions, partners' support to Sales Force, compliance, contact issues management, pipeline management.

Aladdin R.D.

Product Marketing Manager

February 2009 - September 2009 (8 months)

Moscow, Russian Federation

- Analytics of existing products in the company's portfolio,
- Products positioning,
- Pricing,
- Collateral preparation,
- Competitors comparison,
- MDF,
- Marketing with VARs includes: tradeshow/conferences/seminars planning and realization, brand promotion activities, advertising (local publications).

UNI

product marketing manager

2006 - 2009 (3 years)

Moscow, Russian Federation

Product Marketing Manager (Check Point, Nokia). VAR Marketing activities such as:

- Participations at the tradeshow (IDC, SvyazExpoComm, Infosecurity) with VARs;
- Planning and realization the conferences (local and international),
- Planning and realization the seminars (technical and business oriented)
- Brand promotion activities
- Advertizing (local publications)
- Web marketing (webinars)
- Training of VARs according to new marketing program/ new products
- Creation of collateral
- MDF (Co-op) operations
- Analytics
- Event management

Informzaschita

Vendor Manager

January 2000 - January 2003 (3 years 1 month)

Moscow, Russian Federation

Logistics

Accounting

Pre-sale support

Marketing fund operations

Education

Plekhanov Russian University of Economics

Bachelor's degree, Economics · (1997 - 2001)