

Способы связаться

www.linkedin.com/in/ngryaznova
(LinkedIn)

Основные навыки

Marketing Strategy
Product Marketing
Marketing Communications

Languages

Русский (Native or Bilingual)
Английский (Full Professional)

Certifications

Маркетинговая стратегия в digital среде (Digital marketing strategy)
Контекстная реклама. Google AdWords
Работа с клиентской базой и входящий маркетинг

Nadya Gryaznova

Head of Global Marketing Operations at Group-IB
Moscow, Russian Federation

Общие сведения

Experienced international marketing manager with 10+ years of experience driving business growth through creative marketing campaigns across IT & Telecom sector worldwide. Demonstrated success as a high-tech services launch manager, people manager, and business development strategist. Proven ability to align innovative marketing strategy with business goals, and to deliver successful both lead generation and image campaigns on time and on budget. Outstanding written and spoken communication skills, with experience uniting diverse teams across business units. Deep technical knowledge combined with skills in market research and data analysis, and the ability to provide actionable insights to business managers.

Опыт работы

Group-IB - Global Cyber Security Company
Head of Global Marketing
июнь 2018 - Present
Moscow, Russia - Worldwide

Brain4Net, Inc.
Head of Global Marketing and Communications
2016 - январь 2018 (2 года)
Russian Federation, Worldwide

- Brand strategy development, products and solutions launch planning
- Long-term marketing planning in accordance to business goals and investors interests, analytics and reporting
- Participation in market leading international events with showcases including Mobile World Congress Barcelona, Mobile World Congress Shanghai, SDN World Congress, NFV & MANO World Congress, MEF16, Red Herring, etc.
- International webinars organisation and support
- Joint initiatives with partners
- Collaboration with technology communities – MEF, Intel Network Builders, ONF, OPNFV, Open Compute Project, Telecom Infra Project

- Analyst briefings
- Web portal promotion and SMM
- PR and media relations function including international press-releases creation
- Management of cross-functional freelancers team

CTI (Communications.Technology.Innovations)

Head of Marketing

июнь 2014 - май 2016 (2 года)

Russia, Kazakhstan

Marketing strategy:

- Long-term marketing planning in accordance to business goals (sales funnel planning: from first marketing touch to amount of sales)
- New products launches (cloud collaboration, cloud call centers, cloud video conferences, IaaS platform) and activities around through all marketing channels
- Positive company image development through PR and media
- Co-marketing development with vendors (Cisco, Huawei, IBM, Symantec, Dell, NetApp and more) and collaboration with local distributors.

Tactical planning:

- Development and control of annual marketing budget
- Development and control of marketing plans/results through technology domains including VoIP, fixed/mobile backhaul networks, Ethernet/WAN, Call Centers, Video Conferencing, Smart Wi-Fi, IoT, Digital Signage, Cloud solutions, Outsourcing and professional services
- Tactical planning through marketing channels: branded events, co-marketing events, third party events, webinars, web-promotion, direct marketing, SMM, PR and advertising

People management:

- Up to 12 employees in subordination
- KPI development and control, personal development plans
- Development of business processes inside department

MAY

Head of Marketing, high-tech division (MAY-TECH)

июль 2013 - июнь 2014 (1 год)

Russia and CIS

- Market analysis: competitive analysis, identification of industry trends, and statistical and analytical support to managers and investors
- Strategy: identify new opportunities that align with business goals, plan and report on budgets, and provide sales support via tailored client segmentation and offer positioning
- Marketing plans: work with management to design marketing campaigns, develop diverse multimedia marketing collateral, and conduct effectiveness analysis to fine-tune marketing initiatives
- Partnership management: identify partner opportunities in Russia, Europe and the United States, lead meetings and negotiations with potential partners, and implement new partnership agreements
- Public relations: develop public relations strategy, write critical press releases, liaise with journalists and oversee all external communications with the press, public, and partners
- Web and social media marketing: design web promotion strategy, implement quality control, analyze results and feedback, and supervise budget

Luxoft

B2B Marketing Team Lead

февраль 2010 - июль 2013 (3 года 6 месяцев)

North America, Eastern Europe

- B2B marketing: Created and promoted new business offerings through multiple channels to global markets (US, UK, Germany, France, Canada), working with business, development, creative, PR and legal teams. Executed offerings launch plans for all industry verticals, services and global positioning. Created collateral for multimedia marketing campaigns, and analyzed campaign effectiveness.
- Market intelligence: supplied diverse business units with market data, analyzed markets, and identified industry trends and new high-potential business areas
- Business strategy: supported business units with segmentation and positioning, identified new opportunities, and planned and monitored budgets
- Built, trained, mentored and managed a cross-functional team of staff and contractors

IBM

Brand Marketing (Software Group)

август 2007 - февраль 2010 (2 года 7 месяцев)

Russia and CIS

- Marketing strategy: identify opportunities, lead segmentation and positioning, and plan and execute all marketing activities to drive IBM Rational and IBM System z SW businesses in all key customer segments in Russia/CIS
- Market intelligence: perform competitive analysis, identify market opportunities and threats, and supply sales teams with market data
- Brand management: lead SWG (Software Group) Marketing strategy planning and implementation
- Marketing plans: track and manage budgets, prepare marketing reports, analyze campaign effectiveness, and manage the design of marketing materials and events

Образование

Московский авиационный институт (национальный исследовательский университет)

Магистр, Computer science · (2002 - 2008)