



## ARTEM EFIMOV

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### EXPERIENCE

09/2022 -  
present

#### **ARCELIK RUSSIA & CENTRAL ASIA**

*United operations of IHP LLC / ex-Whirlpool Company (Hotpoint, Indesit, Stinol) and Beko LLC (Grundig, Beko). Leading household app producer in Russia, owns two factories in Vladimir and Lipetsk regions with 3000+ employees.*

#### **Regional Marketing Director, Russia, Belorussia & C.Asia**

Scope: USD 700M turnover

Team of 52, incl. 6 direct reports: Product management & Pricing, E-commerce & Media, Data & Analytics, Marketing Communication & PR, Trade Marketing, Field Operations (700 Field Sales Promoters).

#### Achievements:

- Designed and led Marketing function integration into united department with cross-brand responsibilities
- Re-structured portfolio and developed synchronized product and pricing & promo strategy for four brands
- Accelerated Grundig brand in 3 categories: TV&AV/Major domestic appliances/Small domestic appliances
- Developed and locally produced creative assets, incl TV copies, OOH, digital
- Reached record market share for Beko and Grundig brands

03/2018 -  
09/2022

#### **BEKO RUSSIA (ARCELIK – KOC GROUP)**

*International producer of household appliances. Main brands: Beko, Grundig, Arcelik. One of the key players in Russia with 1000+ employees and modern factory in Vladimir region.*

#### **Regional Marketing Director, Russia, Belorussia & C.Asia**

Scope: USD 310M turnover

Team of 24, incl. 5 direct reports: Product management & Pricing, E-commerce & Media, Marketing Communication & PR, Trade Marketing, Field Operations (200 Field Sales Promoters).

#### Achievements:

- Led Agile transformation pilot in Beko Russia with focus on E-commerce: B2C shop, marketplaces, clients
- Developed 360 marketing strategy for the Russian market, key pillars of growth, KPIs and tracking system
- Designed E-com strategy, reached triple digit online sales growth, launched B2C shop – shop.beko.ru
- Launched iconic Grundig brand in Russia, expanded from White goods to AV category
- Reached the historical record market share of 7%, +51% sales growth, doubled profitability
- Launched #EatLikeaPro campaign in Russia via 360' approach and international i.e. Gerard Pique & local influencers: Lyasan Utyasheva, Pavel Volya, Irina Slutskaya. Achieved 86% brand awareness.
- Established Sales Field Promoters team from zero, motivation and bonus system, training and career system and increased share twice in covered shops vs market average. Won POPAI Gold Award for it.
- Won Effie and SilverMercury awards for social PR campaign 'Pass of fair' within #EatLikeAPro platform
- Set up Marketing & Product team: org structure, processes & KPIs; recruited, trained and integrated new people into corporate culture

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2007 – 2018

#### **JOHNSON & JOHNSON**

03/2015 –  
01/2018

#### **Marketing Manager, Consumer Health Care, Russia**

Scope: USD 75m turnover

5 categories, brands: LISTERINE, O.B., CAREFREE, METROGYL-DENTA, COMPEED.  
5 direct reports: SBM, BM, ABMs and 3 dotted-line Partners – Research, PR, Media.

#### Achievements:

- Doubled LISTERINE market share hitting the historical record of 24%, reached 2<sup>nd</sup> place in the market, grew sales +23% in 2017 vs 2016 behind locally developed 360' ad campaign (TV, Digital, Trade) with TV celebrity Elena Letuchaya, incl. her Revizorro TV show
- Re-launched METROGYL DENTA with locally developed 360' campaign, incl. TV copy. Regained #1 position in market share and +35% sales growth
- Won Effie, Silver Mercury and Product of the Year awards
- Established and led J&J Charity Team with key activity - patronage of a local orphanage in Elatma, Ryazan region

10/2012 –  
02/2015

**Group Brand Manager, Oral Care & Feminine Care, Russia**

Scope: USD 62m turnover, 3 brands: LISTERINE, O.B., CAREFREE.  
4 direct reports: BMs, ABMs and 3 dotted-line Partners – Research, PR, Media.

Achievements:

- Developed anti-crisis strategy for premium portfolio, trade activations, promo, optimum SOV and new robust claims
- Launched LISTERINE brand to all channels in Russia with full-scale 360' campaign. Achieved 700% sales growth, 12% market share, reached #1 dental recommendation.
- Introduced personalized branded digital service 'O.B. 30 DAYS OF CONFIDENCE' that engaged 21.000 women
- Reached double digit sales growth of FemCare category, reached the historical 54% market share and strengthened O.B. #1 position in the market

10/2010 –  
10/2012

**Senior Marketing Manager EMEA, Global Oral Care. European HQ, UK**

Scope: Southern and Eastern Europe: Italy, Spain, Poland, Czech and Russia.  
1 direct report (Italian).  
5 dotted-line Partners in countries and 3 in functions: R&D, Medical Advisor, Regulatory.

Achievements:

- Developed LISTERINE strategy and creative assets, incl. TV copies, digital and in-store for reporting markets
- Launched a new pharma range - LISTERINE ADVANCED DEFENCE – three hi-end formulas to threat tooth sensitivity, gum issues and superior caries protection that brought USD 10m of incremental sales
- Shaped pharma channel strategy and portfolio structure for Italy and Span, incl. divesture of non-priority brands

07/2009 –  
10/2010

**Senior Brand Manager, Consumer Health Care, Russia**

Scope: USD 32m turnover  
3 focused brands: O.B., CAREFREE, REACH.  
2 direct reports: BM, ABM and 2 dotted-line Partners in team - PR, Medical marketing.

Achievements:

- Ensured 25% business growth of O.B. and CAREFREE behind 360' ad campaigns and launch of innovative NPDs
- Re-launched REACH with 'Mr. Reach' in-store campaign, resulted in +27% sales growth

09/2007 –  
07/2009

**Brand Manager, Feminine Care, Russia**

Scope: USD 23m turnover  
2 brands: O.B., CAREFREE, 1 direct report: ABM.

Achievements:

- Reached 23% of sales growth vs previous year and record historical O.B. share growth to 49%, +10pts vs 2007, that forced P&G to stop investing into TAMPAX
- Won 2 Gold EFFIE awards for O.B. and CAREFREE

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**2004 – 2007**

**BRITISH AMERICAN TOBACCO**

06/2006 –  
08/2007

**Brand Executive, DUNHILL**

- Developed DUNHILL brand strategy for Premium portfolio lines: Cigars, Top Leaf, Fine Cut
- Launched DUNHILL Fine Cut with national ad campaign in press, in-store and HORECA, reached #1 profitability in the company

07/2004 –  
06/2006

**Marketing Management Trainee**

- Got experience in several departments: Trade Marketing, Supply Chain and Brand Marketing
  - Launched Viceroy - key brand in Low segment supported with BTL activities in Top 300 cities, incl. national promo personnel, OOH, press and in-store. Become #3 brand in Low segment
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**03/2003 –  
07/2004**

**MAERSK**

**Import department specialist**

- Increased efficiency of cargo release with St. Petersburg Port and Customs brokers by 15%
- Successfully passed selection and become a MAERSK INTERNATIONAL SHIPPING EDUCATION Corporate University Student

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**09/1999 –  
06/2002**

**AIESEC**

**President of Kaliningrad branch**

- Established a branch in Kaliningrad from zero, agreed partnerships with University, VTB Bank and other local companies
- Launched International Exchange Program, fulfilled criteria of full status branch in AIESEC RUSSIA and became Top5 in Russia
- Recruited, trained and motivated a team of 17, incl. 4 in Executive board

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**EDUCATION**

**1999 – 2004**

**ST. PETERSBURG STATE UNIVERSITY OF ENGINEERING AND ECONOMICS**

**MS in Economics (with Honor)**

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**TRAININGS**

2023	Executive Education Corporate Sustainability Management: Risk, Profit, Purpose, Yale School of Management
2022	Organizational Design for Digital Transformation, MIT Sloan School of Management, Cambridge
2020	Agile Transformation Program, Harvard Business School, Boston
2019	Leadership Impact: Making great leaders, Kornferry Group, Istanbul
2018	Digi-Tale – advanced digital marketing program, Circus Street, London
2015	Digital marketing mini-MBA, Rutgers Business School, Brussels
2014	First Line Leader II: Leading Organization, Johnson & Johnson Global Learning, London
2012	Developing Personal Influence and Impact, Management Centre Europe, Barcelona
2012	Brand Equity Building, Johnson & Johnson Global Learning, London
2011	Advanced Influencing Skills, SNOWBALL, London
2010	Customer Insights, Marketing & Advertising College, London
2010	First Line Leader I: Leading People, Johnson & Johnson Global Learning, London
2009	Advertising Leadership Process II, Marketing & Advertising College, Prague
2009	7 Habits of Highly Effective People, Franklin Covey, London
2009	Creative Marketing Communications, Chartered Institute of Marketing, London
2008	Advertising Leadership Process I, Marketing & Advertising College, Prague
2008	Consumer Insight, Concepts and Claims, Johnson & Johnson Global Learning, London
2008	Advanced People management, Training Institute, Moscow
2006	Coaching, Training Institute, Moscow
2006	Emotional Intelligence, Training Institute, Moscow
2005	Global leadership, Pierre Casse, Solvay Business School, Brussels

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**SKILLS**

Languages: Russian – native, English – fluent

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**PERSONAL  
DATA**

Date of birth: 21.11.1981

Marital status: married, has two daughters