

# ARTEM EFIMOV

Marketing & Commercial Executive | P&L Owner | Digital & AI Transformation Leader  
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## EXECUTIVE SUMMARY

Seasoned Marketing & Commercial Executive with 23+ years of leadership across FMCG, Consumer Electronics and Healthcare. Proven record in full P&L ownership (€550M+), portfolio strategy, multi-country management, organizational design, and digital & AI-led transformation. Built and led marketing organizations up to 50+ people and field operations of 700+. Significant achievements in brand growth, profitability improvement, e-commerce scale-up, marketplace leadership and commercial turnaround. Experienced operating in developed and emerging markets, regional HQ and global roles.

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## CORE COMPETENCIES

- P&L Management & Commercial Strategy
  - Portfolio, Pricing & GTM Strategy
  - Digital, Performance & AI-driven Marketing
  - Marketplaces & E-commerce Acceleration
  - Multi-country Leadership (CEE, CIS, Russia)
  - Org Design & Post-merger Integration
  - Brand Positioning, Communication, Media
  - Transformation Leadership (Agile, AI, Data)
  - Cross-cultural Stakeholder Management
  - Team Building & Talent Development
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## PROFESSIONAL EXPERIENCE

### BEKO RUSSIA & CIS

**CMO / Regional Marketing Director | Russia, Belarus, Central Asia, Caucasus | 2022–2025**  
Turnover: €550M+ | Team: 50+ (8 direct) + 700 FSP | Categories: MDA, SDA, CE

#### Leadership & Scope

Directed marketing, product, e-commerce, analytics, brand, communications, trade marketing and field operations across four brands (Beko, Grundig, Hotpoint, Indesit). Led integration of Whirlpool ex-assets into a single united operating model.

#### Key Achievements

- **Integrated two organizations** into a unified marketing structure, redefining governance, roles and processes.
- **Achieved #1 market position in online channel** (Ozon, Yandex.Market, own e-shops) through cross-functional e-commerce acceleration.
- **Drove AI transformation** in marketing workflows, reducing costs and increasing speed of content delivery & analytics.
- Rebuilt **portfolio, pricing & promo strategy** for four brands, ensuring synchronized product roadmap and competitiveness.
- Accelerated **Grundig** in 3 categories, reaching record awareness & market share levels.
- Launched new **ORM, influencer & content ecosystems**, strengthening brand equity and conversion.
- Delivered **record market share** for Beko and Grundig.

## CMO / Marketing Director | Russia, Belarus | 2018–2022

Turnover: \$310M | Team: 24 (5 direct) + 200 FSP

### Key Achievements

- Led company-wide **Agile transformation pilot**, focusing on e-commerce, marketplaces and B2C.
  - Built and executed **360° marketing strategy**, establishing growth pillars, KPIs and governance.
  - Designed e-commerce strategy: launched **B2C shop**, achieved **triple-digit online sales growth**.
  - Launched **Grundig** in Russia, expanding from white goods to AV; significantly grew local presence.
  - Achieved historic **7% market share**, **+51% sales growth**, and doubled profitability.
  - Built Field Sales Promoters organization from zero; won **POPAI Gold Award**.
  - Won **Effie** and **Silver Mercury** for PR/social initiatives.
  - Built full Marketing & Product function including org design, processes and talent recruitment.
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## JOHNSON & JOHNSON

### Marketing Manager, Consumer Health | 2015–2018

Turnover \$75M | Categories: Oral Care, FemCare, Medical OTC | Team: 5

- Doubled **LISTERINE** market share to a historic **24%**, reaching **#2** in market.
- Delivered **+23% sales growth** via locally-developed 360° campaign.
- Relaunched **Metrogyl Denta**, returning it to **#1 market position** (+35% growth).
- Multiple industry awards (Effie, Silver Mercury, Product of the Year).

### Group Brand Manager | 2012–2015

- Launched **LISTERINE** nationally: **700% sales growth**, 12% MS, **#1** dental recommendation.
- Delivered historical **54% MS** in FemCare (o.b.).

### Senior Marketing Manager EMEA (UK HQ) | 2010–2012

Managed Southern & Eastern Europe (Italy, Spain, Poland, Czech, Russia).

- Developed regional **LISTERINE** strategy & creative assets.
- Launched **Advanced Defence** pharma range delivering **\$10M incremental sales**.

**Earlier roles in J&J (2007–2010)** — consistent growth and award-winning brand management.

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## BRITISH AMERICAN TOBACCO

### Brand Executive | 2004–2007

- Launched Dunhill Fine Cut (national campaign) → **#1** profitability in company.
  - Launched Viceroy, achieving **#3** position in low segment.
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## MAERSK

### Import Specialist | 2003–2004

- Improved cargo release efficiency by 15%.

## **EDUCATION**

**MS in Economics (Honors, GPA 5.0)** – St. Petersburg State University of Engineering and Economics

## **EXECUTIVE DEVELOPMENT**

Yale SOM — Corporate Sustainability Management

MIT Sloan — Digital Transformation & Organizational Design

Harvard Business School — Agile Transformation

Korn Ferry — Leadership Impact

Rutgers Business School — Digital Marketing Mini-MBA

Circus Street — Advanced Digital Marketing

## **LANGUAGES**

Russian (native), English (fluent)