

CURRICULUM VITAE

Name: EKATERINA GLOERSEN
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KEY SKILLS

- **B2B & Retail Marketing** More than 10 years' experience in B2B and B2C marketing from financial, IT & telecom sectors. Worked for a global enterprise as well as with SMEs and start-ups, including blockchain-based projects. My professional goal is to bridge sales, marketing and business objectives to achieve meaningful ROI and sustainable growth for businesses. Proven track record in strategic planning and execution of marketing initiatives across EMEA, APAC and the US. Areas of expertise: brand management, go-to-market strategy, acquisition, business development and retention.
- **Experience** In-house marketing and agency experience. Was involved in market research, produced strategy and executed integrated marketing campaigns across multiple media channels– all driven with strong focus on results. Hands-on and analytical approach. Managed international teams of up to 10 people.
- **Languages** English (fluent), Russian (native), Danish (intermediate), Spanish (beginner)
- **Education** MSc in Marketing Communication Management (Denmark); MSc in Finance & Credit (Russia).
- **Personal Characteristics** Solution-oriented, structured, positive, flexible, hands-on, good team player.

PROFESSIONAL EXPERIENCE

- May 2015 - **Strategic Marketing Director, MediaGroup Worldwide, UK and Spain**
Full-cycle marketing planning and campaign management for companies focusing on retail and institutional segments across various geographies. Client portfolio includes financial and investment companies, luxury and design businesses, robotics and technology start-ups, blockchain projects within data protection, finance and healthcare. Scope of responsibilities: go-to-market strategy, campaign management across multiple channels: PR, ATL, Social, Digital, SEO as well as material production and reporting.
- Jul 2013 – May 2015 (1 year 10 months) **Digital Marketing Director, MediaGroup London, UK**
Marketing Strategy, Brand positioning, Digital marketing, PR, Social Media, Print Advertising for financial institutions (brokers, investment banks, PWM firms). Marketing programs for brand awareness, reputation management, lead generation, up-/cross-sell and retention. Product/technology launches for traders (FX, CFDs, Futures, Stocks).
- Jul. 2011 – Jul 2013 (2 years) **Marketing Manager, OANDA Europe, UK**
Responsible for the entire scope of marketing & PR activities for the newly established European office in London. Managed strategy, budgets and execution in-house and with agencies, performance measurement and reporting. Within a year increased brand awareness through company's presence in the key European financial media, established acquisition channels, executed online and physical events for retail clients.

- Jan. 2011 – Jul. 2011
(7 months) **Team lead for End-User Marketing (Emerging Markets), Manager for Russia & Africa, Global Demand Centre, CISCO, UK**
Led execution of global marketing programs on the regional level with Cisco Regional Marketing teams for Russia and Africa covering End-User and Channel Marketing activities. In my team lead role, I was responsible for aligning marketing plans promoted by cross-regional marketing organizations with country marketing teams and execution of these programs. From the Channel Marketing perspective I worked together with partners, business development managers and country marketing to identify and qualify demand-generating activities, secure joint-marketing funding and oversee the successful execution of these activities.
- Jan. 2010 – Jan 2011 (1 year) **Marketing Manager for Russia & Africa, Global Demand Centre, CISCO, UK**
Was managing marketing programs with Cisco Regional Marketing teams for Russia and Africa. Consulting to and working together with regional marketing managers on planning and achieving marketing goals using expertise within marketing, technology, data intelligence and telemarketing to increase return on marketing investments. Worked with country managers on developing customer nurturing journeys to accelerate process of building sales pipeline and increasing revenues from the existing customers.
Oversaw execution of regional marketing campaigns including localization and adaptation of global programs to local business conditions. Was involved in IT projects related to data capturing and lead management.
- Aug. 2006 – Jan. 2010 (3,5 years) **Manager, Global Partner Business, SAXO BANK, Copenhagen, Denmark**
Was responsible for strategic planning and execution of global and regional marketing initiatives for B2B segment (white label partners and introducing brokers). Consulted the bank's partners on marketing and business development of Saxo-related services. Project managed IT integration for onboarding new partners. Worked on developing partner co-marketing programs tailored to banks, hedge funds and brokerages. Organized and coordinated a number of external and internal events and expos targeted towards top management of banks and investment companies. Was also responsible for content development for the partner section of the corporate website as well as intra-net for B2B partners.
- Jun 2005. – Aug. 2006 (1,2 years) **Associate, Partner Marketing, SAXO BANK, Denmark**
Assisted the Global Head of Sales & Marketing with execution of global marketing programs. Coordinated production of sales & marketing collateral. Organized internal events for partners. Coordinated PR activities and online marketing campaigns on the Russian market. Provided web-analytical reports. Was responsible for coordination of web content and print collateral.

EDUCATION

- 2004-2006 **COPENHAGEN BUSINESS SCHOOL, Copenhagen, Denmark**
Master of Science (MSc) in Marketing Communication Management (cand. merc. MCM). *Main subjects:* Strategic Brand Management, Corporate Communications, Marketing Communications, Positioning and Creative Strategies for Integrated Marketing Communication, Marketing Accounting. *Elective courses:* Sales Management, Business Strategies for Asia Pacific.
- 2002-2004 **LYNGBY BUSINESS ACADEMY, Lyngby, Denmark**
Degree in Marketing Management, specialization in International Marketing.
- 1994-1999 **ALL-RUSSIAN INSTITUTE OF ECONOMICS AND FINANCE, Moscow, Russia**
Master of Science (MSc) in Finance and Credit, specialization in Finance.

PERSONAL INTERESTS

Travelling, family, self-development, blockchain technology application.

*References and grade transcripts are available upon request. Recommendations on my work are available online at [www.linkedin.com \(www.linkedin.com/in/ekaterinagloersen\)](http://www.linkedin.com/in/ekaterinagloersen).