



Svetlana Mironyuk

Professor of Business Practice
Svetlana_Mironyuk@skolkovo.ru

Marketing, Communications
Leadership and Personal Transformation



Education

Highest degree

2025 **DBA**
Bocconi University
Italy

Degrees

2016 **Executive MBA**
Booth School of Business
USA

1990 **Master, Economics**
Eötvös Loránd University
Hungary

1990 **Specialist, Economics**
Moscow State University
Russia

Awards & Honours

2024 **Teaching Innovation Award 2024**
SKOLKOVO School of Management
Russia

2023 **Best HSE Visiting Faculty 2023**
HSE University
Russia

2022 **Teaching Innovation Award 2022**
SKOLKOVO School of Management
Russia

Professional experience

Academic experience

since 2017 **Professor of Business Practice**
SKOLKOVO School of Management
Russia

Professional experience

since 2019 **Dean for Operations and Digital Development**
SKOLKOVO School of Management
Russia

2016 — 2017 **Senior Vice-President for Marketing and Communications**
SBERBANK
Russia

2015 — 2015 **Head of strategic marketing**
«SUMMA» Group
Russia

2014 — 2015 **Strategic consulting**
RVVZ Fund
Russia

2003 — 2014 **CEO, Chief Editor**
RIA NOVOSTI (Russia's leading multimedia holding)
Russia

2001 — 2003 **First Vice-President**
CROS
Russia

1992 — 2000 **Vice-President**
MEDIA-MOST
Russia

Articles in reputable business journals

- 1 Mironyuk, S. (2021). **Media industry loses resources like a holey balloon.** Forbes.
- 2 Mironyuk, S. (2020). **Billionaires are a very masculine club.** Forbes.

Papers in academic conferences

- 1 Korovkin, V., Agha, M. H., Mironyuk, S. (2024). **Empowering Digital Entrepreneurship: Regulatory Governance in Platform Ecosystems.** Sinergie-SIMA Management Conference 2024. Parma: Sinergie-SIMA Management Conference 2024.
- 2 Agha, M. H., Korovkin, V., Mironyuk, S. (2024). **The Role of Digital Platforms in Empowering Postpartum Women Entrepreneurs.** 2nd ICASF International Conference. ICASF International Conference. 11/03/2025 Svetlana Mironyuk page 2/3