



Dr. Marina Veldanova

Professor of Business Practice,
Director of the Healthcare Development Centre

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Healthcare

Education

Highest degree

2002 **Doctor of Medicine**
RUDN University
Russia

Degrees

2008 **International Executive Program**
INSEAD
France

1998 **Specialist, Marketing**
International Academy of Marketing
and Management
Russia

1997 **Candidate of medical sciences**
Russian State Medical University

1988 **Medical Doctor**
II Moscow State Pirogov Medical
University
Russia

Awards & Honours

2024 **Academic Director of the Year**
SKOLKOVO School of Management
Russia

2023 **Good Citizenship Award**
SKOLKOVO School of Management
Russia

2008 **TOP 1000 Russian Managers**

2007 **Platinum Ounce Award "Best
Top Manager in Pharma Russia"**

Professional experience

Academic experience

since 2020 **Professor of Business Practice,
Director of the Healthcare
Development Centre**
SKOLKOVO School of Management
Russia

2019 — 2020 **Associate Professor
of Business Practice**
SKOLKOVO School of Management
Russia

Professional experience

2009 — 2018 **CEO**
Ipsen Pharma in Russia
Russia

2014 — 2018 **SVP**
Ipsen Pharma Eurasia

2006 — 2008 **CEO**
Polpharma in Russia

2007 — 2008 **VP**
S&M Akrikhin

1998 — 2004 **Marketing Head**
Berlin-Chemie/Menarini Pharma
in Russia
Russia

1993 — 1995 **Product manager**
Boehringer Ingelheim in Russia
Russia

1988 — 1993 **Pediatrician and endocrinologist**
Moscow clinics
Russia

Articles in reputable business journals

- 1 Veldanova M. et al. (2025). **"Patient-centered approach in outpatient medical care in Russia: a study of key aspects of patient satisfaction and perception of the healthcare system"**. Public health.
- 2 Veldanova M. (2024) **"Helthcare management competence models"**. Meditsinsky vestnik (Medicine Bulletin)
- 3 Veldanova M. (2024). **"Patient's view on healthcare."** Lechaschiy vrach (Your Doctor).
- 4 Veldanova M. (2024). **Digital competences of medical stuff – key success factor for healthcare digitalization."** Vrachi I informatsionnie tehnologii (Doctors & IT)
- 5 Veldanova, M. (2019). **How bosses have to manage 50+ employees.** Forbes Russia.

Papers in professional conferences

- 1 Veldanova, M. (2021). **Ecosystems and Health.** IPSOS. Think Big.