Svetlana Mironyuk

Title: Professor of Business practice   Email: svetlana_mironyuk@skolkovo.ru

Nationality: Russia

TEACHING DOMAINS

- Digital Transformation
- Leadership and Personal Development
- Marketing and PR

EDUCATION

Highest degree:

2022	DBA, Bocconi University, Italy
2016	Executive MBA, Booth School of Business, USA
1990	Specialist, Economics, Moscow State University, Russia
1990	Master, Economics, Eötvös Loránd University, Hungary

PROFESSIONAL EXPERIENCE

Academic experience

Since 2017	Professor of Business Practice, Moscow School of Management SKOLKOVO, Russia

Professional experience

Since 2019	Dean for Operations and Digital Development, Moscow School of Management SKOLKOVO, Russia
2016 - 2017	Senior Vice-President for Marketing and Communications, SBERBANK, Russia
2015 - 2015	Head of strategic marketing, «SUMMA» Group
2014 - 2015	Strategic consulting, RVVZ Fund
2003 - 2014	CEO, Chief Editor, RIA NOVOSTI (Russia's leading multimedia holding), Russia
2001 - 2003	First Vice-President, CROS
1992 - 2000	Vice-President, MEDIA-MOST

PUBLICATIONS

Articles in reputable business journals

MIRONYUK, S. (2021). Media industry loses resources like a holey balloon. *Forbes Russia*

MIRONYUK, S. (2020). Billionaires are a very masculine club. *Forbes Russia*

MIRONYUK, S. (2020). One life = several careers with many options. *RBC Trends*.

MIRONYUK, S. (2018). How brands can reach consumers in the era of digital transparency. *INCRussia*.

MIRONYUK, S. (2017). The ego is a terrible thing, it makes a person make irreparable mistakes in his own name. *INCRussia*.

Published learning and teaching materials, incl online format

CASAS, T., MIRONYUK, S. (2019). Political Economy or Economic Theory at the Bank of Russia (CBR)? Teaching note-Reference no. 219-0003-8. *The Case Centre*.

Published Case Studies

CASAS, T., MIRONYUK, S. (2019). Political Economy or Economic Theory at the Bank of Russia (CBR)? Case-Reference no. 219-0003-1. *The Case Centre*.