



# Svetlana Mironyuk

Professor of Business Practice

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Marketing, Communications  
Leadership and Personal Transformation

Svetlana is a top manager with unique experience of change management and successful digital transformations in a number of industries including media, finance and education. Her areas of professional interest are communications, media, marketing, PR and education.

Professor Mironyuk gained her Executive MBA at the University of Chicago Booth School of Business in 2016. She has also completed courses in Behavioural Economics at Yale School of Management and in Digital Economy, Marketplaces and Fintech at Stanford Graduate School of Business. Svetlana is currently studying for a DBA at Bocconi University.

Svetlana has considerable experience of management in Russian corporations and media holdings. She was a key figure in the establishment of Russia's first independent media: NTV, Echo of Moscow and Segodnya. From 2003 to 2014, she was Editor-in-Chief of Russia's largest media holding, RIA Novosti, transforming it into a market leader. From 2016 to 2018, she led a marketing transformation at Sberbank, Russia's largest bank, and PwC Russia. From 2019, she has been Vice-Dean of SKOLKOVO School of Management.

Professor Mironyuk's achievements have been recognised by multiple state and professional awards. In 2016, she was named one of the top marketing directors in the finance industry by AKARussia. She has twice (in 2007 and 2011) been named media manager of the year, and in 2013 was named media manager of the decade. She holds an Order of Honour and an Order For Merit to the Fatherland (IV degree).

Svetlana has been a Professor of Business Practice at SKOLKOVO School of Management since 2017. Her teaching and research are primarily focused on digital and organisational transformation in companies, digital marketing, and consumer behaviour and loyalty, as well as rules for communications and reputation management for brands and experts in digital channels. Svetlana's experience is in high demand across all areas of the School's educational activity, and she teaches on open, corporate, executive and degree programmes.

Svetlana is an active participant in socially responsible projects, including non-profit organisations such as Gift of Life and the Friends Foundation. She teaches on a pro bono at the Moscow School of Professional Philanthropy.