



Marina Pochinok

Title: Professor of Business practice

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TEACHING DOMAINS

- HRM and Organizational Behavior
- Leadership & Personal Transformation
- Operations Management

EDUCATION

Degrees

Master of Business Administration, INSEAD, France

PhD, applied mathematics and computer science, Lomonosov Moscow State University, Russia

Strategic HR Management, The American Graduate School of International Management, Thunderbird, USA

Certificates

15 FQ+(On-target)

Data driven decision making

Design thinking

Evaluation of Hogan's personality and teams

Evaluation of work Construction of grades Hay

ICF Coaching

Immunity to Change, Harvard

Integral development of leaders,, Stageshift

IOD certification program

Leader as a teacher, Skolkovo School of Management

Motivational questionnaire SHL

Neurochangesolutions Trainer Certification, Joe Dispenza

Performance Coaching, Marshall Goldsmith

Prosci Change Management

Team coaching, Clutterbuck

TMSDI team role assessment

Vertical Development of Leaders, Harvard

PROFESSIONAL EXPERIENCE

Academic experience

Since 2022	Professor of Business practice, SKOLKOVO Moscow School of Management, Russia
2017 - 2022	Visiting professor, SKOLKOVO Moscow School of Management, Russia
Since 2017	Moderator, strategic sessions
Since 2017	Director and Lecturer, Leadership Module of the National Independent Directors Certification Program
Since 2017	Motivational speaker
Since 2017	Visiting professor, Bocconi University, Italy

Professional experience

Since 2017	Human Resources Expert, IOC
Since 2017	Member of the Board, Trustees of the Charitable Foundation “Find a Family”
Since 2017	Independent director and member of supervisory boards of public and private companies, Moscow Exchange, Russian Post, Mirrico, IDA
2015 - 2017	Talent Director, Sberbank, Russia
2014 - 2015	Business Development, Kidzania, Russia
2008 - 2014	Vice president Workforce, Organizational Committee Sochi 2014, Russia
2003 - 2008	Learning Director, TNK-BP, Russia
1996 - 2003	Human Resources Director, Philips, Russia

GRANTS AND HONORS

The winner of the “Business Woman of Russia 2014” contest
Order of Honor
The medal of the President of the Russian Federation
The badge “For Mercy and Charity” of the Ministry of Education and Science
Diplomas of the Government of the Russian Federation, the Ministry of Sports

PUBLICATIONS

Articles in professional journals

POCHINOK, M. (2024). Mistakes of a Leader: How to Solve Problems in Team Management. *Trudovye spory*.

Articles in reputable business journals

POCHINOK, M. (2025). Inspiration, Calm, Profit: How a New Leadership Trend Is Changing Business. *Forbes Club*.

POCHINOK, M. (2025). Vertical leader development—fad or necessity? *Big Ideas*.

POCHINOK, M. (2024). Five vices of an owner. *Forbes Club*.

ALFEROV, P., POCHINOK, M. (2024). 70% of the team believes in business renewal. Why is this not enough for success? *RBC*.

- POCHINOK, M. (2024). Why is it worth hiring 40+ employees? *Anatomiya Biznesa*.
- POCHINOK, M. (2024). How to Stop Getting Distracted and Focus on What Matters: A Practical Guide. *Pakhotin.org*.
- POCHINOK, M. (2024). How to Find Your True Calling: 6 Keys to Discovering Your Path. *Pakhotin.org*.
- POCHINOK, M. (2024). The Bird of Misfortune, or How to Enhance Your Team's Adaptive Skills. *Forbes Club*.
- POCHINOK, M. (2024). How to Become a Leader You Can Be Proud Of: Secrets of Successful Leadership. *Anatomiya Biznesa*.
- POCHINOK, M. (2024). Walking in My Shoes, or "See Through the Candidate's Eyes". *PRO KACHESTVO*.
- POCHINOK, M. (2024). Internal Motivation: Take These 5 Steps to Gain Strength. *Pakhotin.org*.
- POCHINOK, M. (2024). How to Focus on Work Tasks: Three Life Hacks for Leaders. *Russkaya Shkola Upravleniya*.
- POCHINOK, M. (2024). I See the Goal: How the SMART Method Helps Achieve Desired Outcomes. *Pakhotin.org*.
- POCHINOK, M. (2024). How to Know Yourself: A Journey into the World of Self-Discovery. *Pakhotin.org*.
- POCHINOK, M. (2024). How to Become a Better Version of Yourself with the Help of Self-Concept. *Pakhotin.org*.
- POCHINOK, M. (2024). Lean Manufacturing and the Six Sigma Concept: Definitions, Principles, and Examples. *Pakhotin.org*.
- POCHINOK, M. (2024). The Meaning of Life: Searching for It and Recognizing It. *Pakhotin.org*.
- POCHINOK, M. (2024). How Coaching Helps Leaders and Executives Unleash Potential and Enhance Effectiveness. *Pakhotin.org*.
- POCHINOK, M. (2024). Psychology of Change: How to Adapt to New Conditions. *Pakhotin.org*.
- POCHINOK, M. (2024). How Psychological Maturity Affects Success in Business. *Forbes Club*.
- POCHINOK, M. (2024). Comment on "What is Entropy and How It Affects Our Lives — Will Chaos Prevail". *Sovkomblog*.
- POCHINOK, M. (2023). How owners hinder business development: five common mistakes. *Forbes Club*.

Books and Book Editor

- POCHINOK, M. (2023). *The people who made the games. Business recipes for a big project*. Publishing house AST.

Papers in professional conferences

- POCHINOK, M. (2024). Leveraging Brain-Based Leadership: In mega projects and governance. *World Education Summit*.