



**Viktor Shkipin**

Visiting Lecturer of Business Practice

SKOLKOVO School of Management

### **Disciplines**

#### **Marketing**

Marketing Strategy

Marketing Ethics

Marketing Channels

Viktor Shkipin is Visiting Lecturer of Business Practice at SKOLKOVO School of Management. He graduated from Cavendish College London and Saint Petersburg State University. He holds certificates in Marketing, PR and Sales Management from London Chamber of Commerce and Industry, and teaches Marketing on EMBA and MBA courses as well as various executive and corporate programmes.

In his teaching, Viktor focuses on practical and applied aspects of marketing, and on the fundamental role of marketing in organisations and the importance of top managers' involvement and competent expectations from marketing teams.

Before joining Moscow School of Management SKOLKOVO, Professor Shkipin occupied leading marketing positions in various industries, allowing him to identify instruments that are not only efficient but also universal and applicable to different business sectors.

Viktor's career path has covered different sectors: FMCG (Retail Marketing Director at Coca Cola Russia); Retail (Marketing Director at M.Video, Russia's leading electronics retailer); banking (Marketing and PR Director at Sberbank, the largest bank in Russia and Eastern Europe, VTB Bank and Alfa-Bank); and telecom (Financial Services at Beeline, Russia).

Viktor's main subjects of consistent study, teaching and practical exercises with students are the interpenetration and creative adoption of successful marketing solutions and approaches from other industries, a holistic approach to customers' emotions, and focusing organisational efforts around customer journey scenarios.