



FUTURE MARKETING



ODGERS BERNDTSON

РОМАН ТЫШКОВСКИЙ

Управляющий Партнер,
Руководитель практики Медиа Odgers Berndtson

- Руководитель самой крупной в России практики «медиа»
Сфера ответственности - поиск и подбор руководителей и ключевых специалистов рекламной и медиаиндустрии (телевидение, радио, пресса, интернет, new media, кино)
- Свыше 15 лет в индустрии поиска персонала
- Более 300 реализованных проектов по поиску управленцев для Российской и международной медиа индустрий.
- Советник нескольких CEO и СД, Инвестор, член СД

Берёшь из лучших побуждений
на работу человека, а он через
полгода
уже метит на твоё место!





УМЕНИЕ

ПРОДАВЦЫ
ВОДИТЕЛИ
ГРУЗЧИКИ
ОХРАННИКИ



ПРАВИЛО

СЛЕСАРИ
БУХГАЛТЕРЫ
ОФИСНЫЕ АДМИНИСТРАТОРЫ
ЮРИСТЫ
ЭКОНОМИСТЫ
ТРЕЙДЕРЫ



ЗНАНИЕ

ВРАЧИ
УЧЕНЫЕ
ИНЖЕНЕРЫ
ПРЕПОДАВАТЕЛИ





НИЧТО НЕ МЕНЯЕТСЯ ТАК БЫСТРО, КАК МАРКЕТИНГ



MARKETING DIRECTOR

2010

August 2007 –
Present

- BANK ██████████**
Marketing Director
- Developed and implemented long and midterm marketing strategy
 - Conducted annual marketing planning and budgeting, e.g. advertising and sales promotion activities, trade-marketing, new products' support
 - Managed ██████████ brand development project
 - Build up the marketing function of the Bank from scratch

June 2001 –
August 2007

- ██████████ **INSURANCE GROUP**
Operations Marketing Director (08.2004 – 08.2007)
- Develop brand positioning strategy and architecture
 - Conduct long and midterm marketing planning and budgeting, e.g. advertising and sales promotion activities, trade-marketing, launch of new products
 - Coordinate market research and analysis; competitive monitoring
 - Manage new product development process; coordinate Product Development Committee: analysis of competitive products, tracking of consumer needs and requirements, set up and launching of new offering, training to Sales
 - Develop advertising and communication strategy: implementation of nation-wide and regional advertising campaigns (TV, outdoor, Internet, in-store activities)
 - Manage PR activities
 - Plan and coordinate sales support: trade motivation programs, co-branding with key partners, consumer loyalty programs, POS-materials, special events
 - Manage of Customer Service Development Project:
Launch of Call-center operations on basis of ██████████ Manager
Reorganize Call-center and Front-desk into Customer Service Department
Start up of Service Quality Monitoring System

MARKETING DIRECTOR

2016

- Key responsibilities/results achieved:
Management&Strategy:
- Team building and new organizational structure development based on business strategy model change
 - Leading the internal brand-sponsors' team developing in order to integrate new company strategy within the organization and to launch cross-functional initiatives with high level of employees' engagement
 - Lead yearly strategic session within TOP management and key performers in the company in order to develop ██████████ business vision for the next 5 years and define key focus zones for the upcoming period
 - Motivation system renewal, gamification mechanics integrated
- Brand&Design:**
- Brand equity strategy and guidelines development based on qualitative and quantitative researches.
 - Target audiences' mapping and key business expansion vectors identified
 - Global company re-branding executed within all business units. Featured as one of the best [rebrandings](#) of 2016
 - Development and execution of the scalable local brand awareness and consumers' education advertising campaign via TV, OOH, indoor, digital, owned channels and earned media(PR, bloggers, influencers, Word-Of-Mouth)
- Media&Marketing communications:**
- TV strategy optimization (planning and buying) and online-offline synergy model calculation, which led to +74% reach growth at 29% less rating cost in 2016 VS 2015
 - Develop ROI calculation approach for TV impact on digital business. Launched TV 2016 strategy delivered payback period less than 12 Months
 - SMM development and focus switch to influencers' marketing: ambassadors' club launch, connecting key opinion leaders' groups (employees, loyal clients, bloggers, celebrities)
- CRM:**
- Clients' monetization and LTV improvement strategies launch led to +6% monetization per buyers growth in H1 2017 YoY
 - Loyalty program designed and launched, results are +5% purchase frequency growth
 - New digital communication channels launch (web push, mobile push, messengers). In 2017 reached 12% out of the total revenue
 - Email re-launch: record share of email in revenue on the market among competition
- Sales:**

АВТОМАТИЗАЦИЯ МАРКЕТИНГА

САМЫЕ ЧАСТО НАЗЫВАЕМЫЕ
ТЕХНОЛОГИИ И ИНСТРУМЕНТЫ,
КОТОРЫМИ ДОЛЖНЫ БУДУТ
ОБЛАДАТЬ МАРКЕТОЛОГИ
НА ОСНОВЕ ОПРОСА
КЛИЕНТОВ



CRM
ИНСТРУМЕНТЫ ДИДЖИТАЛ-АНАЛИКИ
MOBILE MARKETING
ГОЛОСОВЫЕ ИНТЕРФЕЙСЫ
ТЕХНОЛОГИИ МАШИННОГО ОБУЧЕНИЯ
И СОПОСТАВЛЕНИЯ ДАННЫХ
ПЕРСОНАЛИЗАЦИЯ ПРЕДЛОЖЕНИЙ



CONSUMER LIFETIME VALUE FORMULA

$$CLTV = \sum_{n=1}^N \frac{(M_n - C_n) r^{(n-1)}}{(1 + d)^n} - AC$$



AI: УМЕНИЕ НАСТРАИВАТЬ СИСТЕМЫ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА

УМЕНИЕ СФОРМУЛИРОВАТЬ ТЕХНИЧЕСКОЕ ЗАДАНИЕ
ПО СОЗДАНИЮ АЛГОРИТМА
НА БАЗЕ КОТОРОГО ЭТИ ИНСТРУМЕНТЫ
БУДУТ РАБОТАТЬ

DATA, DATA, DATA

DATA DRIVEN MARKETING:
КЛЮЧЕВОЙ НАВЫК - УМЕНИЕ СТАВИТЬ ЗАДАЧИ
И ЗАДАВАТЬ ВОПРОСЫ ДЛЯ DATA SCIENCE





PewDiePie ✓

62,023,508 subscribers

HOME

VIDEOS

PLAYLISTS

1 day ago by PewDiePie

PWDIEPIE TATTOO - LWIAY #0026



ВДудь ✓

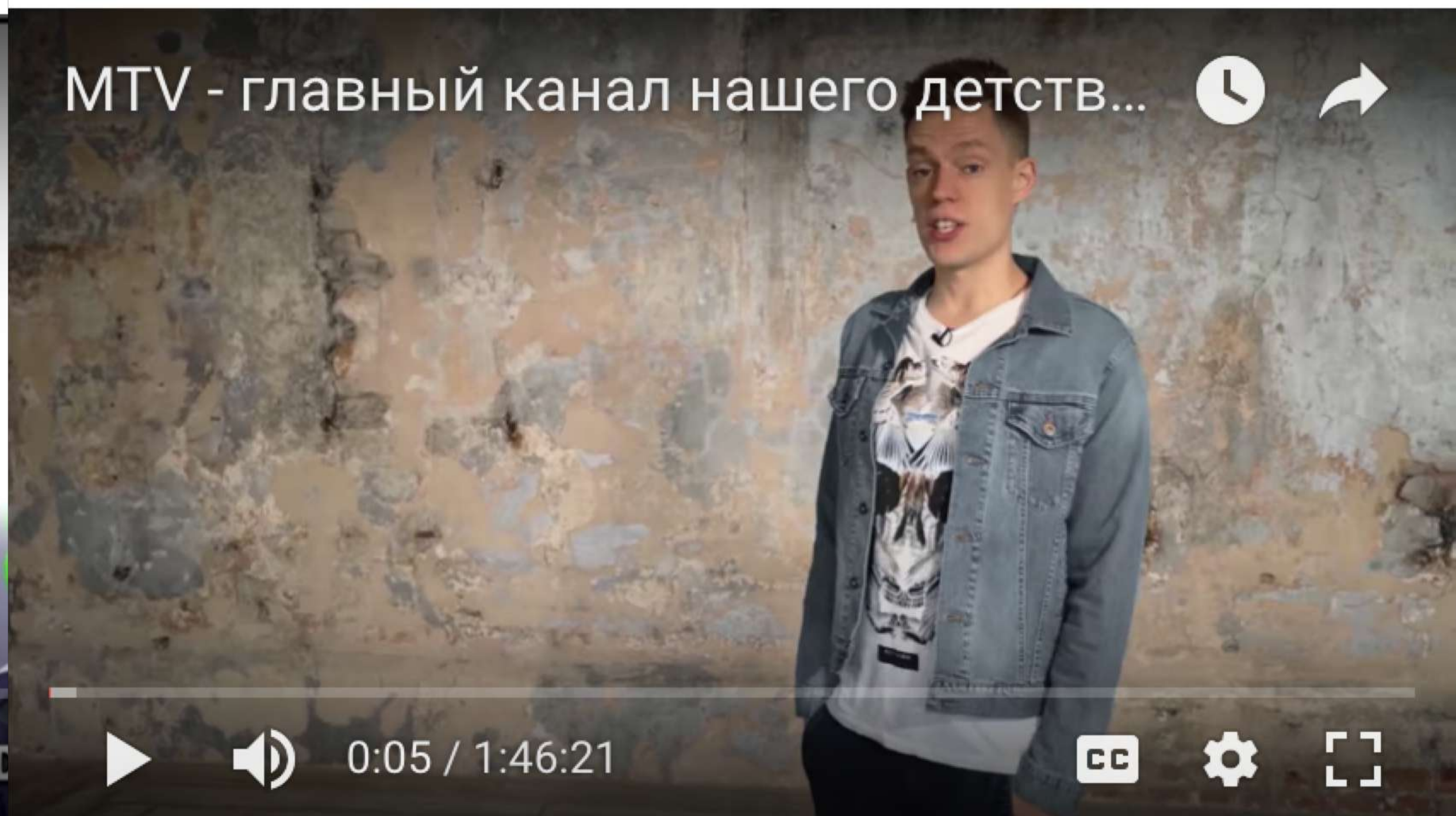
2,941,425 subscribers

HOME

VIDEOS

PLAYLISTS

MTV - главный канал нашего детства...



MARKETING
CHIEF INFORMATIONAL OFFICER
DIGITAL



ГОРИЗОНТАЛЬНОЕ ВЗАИМОДЕЙСТВИЕ С IT,
ВКЛЮЧАЯ РАЗРАБОТКУ ВЗАИМОЗАВИСИМЫХ КРИ



СМЕНА ИГРОКОВ

Agency	Rank	\$bn
WPP ²	1	7.5
Publicis ³	2	5.8
Omnicom ⁴	3	4.7
Accenture Interactive	4	4.4
IBM iX	5	3.0
Dentsu ³	6	2.7
IPG ⁴	7	2.7
Deloitte Digital*	8	2.6
PwC Digital Services	9	2.1
Epsilon (Alliance Data)	10	1.2

Agency
Consultant
Other

* \$0.7bn of 2016 revenue for Deloitte Digital estimated on P.6 of "This is Deloitte Digital" report issued late 2014, growing from 2014 estimated revenue of \$0.5bn. No publicly available revenue information.



МЕНЬШЕ ЛЮДЕЙ • БОЛЬШЕ АЛГОРИТМОВ • НОВЫЕ КОМПЕТЕНЦИИ

МАТЕМАТИКА • СТАТИСТИКА • БИХЕЙВОРИСТИКА • ПСИХОЛОГИЯ • СОЦИАЛЬНАЯ ФИЗИКА



2016

ДИЗАЙНЕР
КОПИРАЙТЕР
ПИАРЩИК
МЕДИАПЛЕНЕР
БРЕНД МЕНЕДЖЕР



2018

ДИЗАЙНЕР ОПЫТА
ЦИФРОВОЙ МАРКЕТОЛОГ
АРХИТЕКТОР ДАННЫХ
IOT ЛИНГВИСТ
СХ ПРОЕКТИРОВЩИК

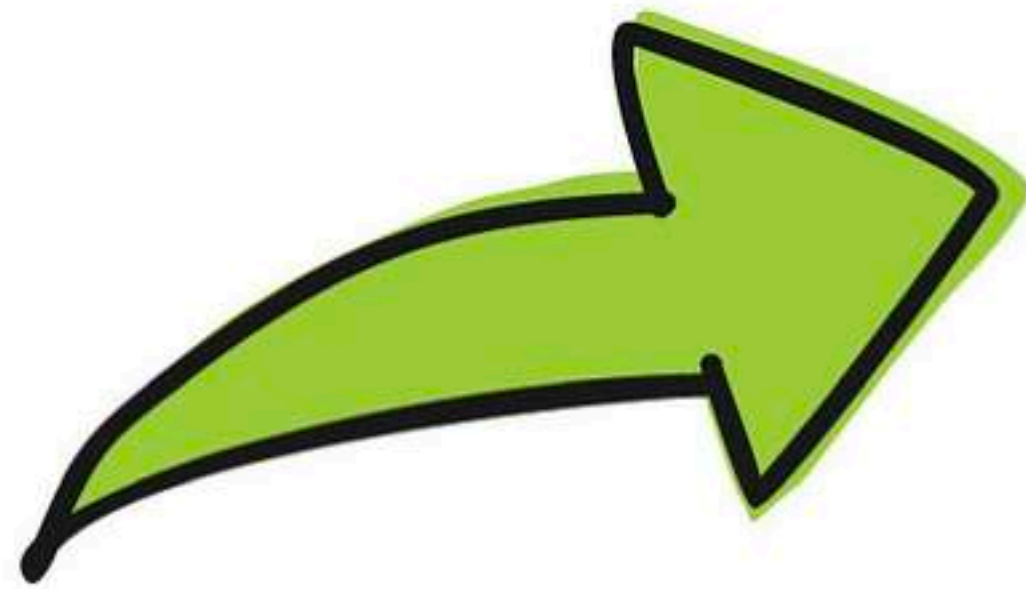


2020-2022

НЕЙРОМАРКЕТОЛОГ
АРХИТЕКТОР
НЕЙРОСЕТЕЙ
РОБОЭТИК
ДИЗАЙНЕР ЭМОЦИЙ
AI КУРАТОР



СПАСИБО



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