

Elena Kravets

52 years old, 08.06.1973

Marital Status: married, one daughter (21 years old)

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Education:

- 1991–1997: doctor, I.P. Pavlov Saint Petersburg State Medical University, Faculty of Medicine.
- 2002–2004: Saint Petersburg State Polytechnic University (Economics).
- 2016–2017: Bayer – Academy "Center for Future Leaders Development".
- 2023–2026: Moscow Institute of Psychoanalysis. 3-year professional retraining program in "Psychoanalysis".

Work Experience:

1997–2002: Worked as a Psychiatrist/Psychotherapist at a Saint Petersburg hospital.
Completed a 700-hour certification course in psychotherapy during this time.

2002 – Present: 23 years of successful experience in pharmaceutical companies (Sagmel, Bayer), advancing from a Medical Representative to a Department Head within the commercial function in Russia.

Developed and implemented the development strategy for the contract pharmacy channel in Russia, defined brand management strategies for this channel.

Coordinated promotional tools and cost items when determining commercial terms for various categories of pharmacy chains.

Ensured a continuous development plan for the supply chain and achievement of the division's secondary sales targets, planned growth, and market share in responsible regions.

Conducted market and partner segmentation and categorization. Led negotiations with Top 10 pharmacy chains.

Managed a team of 30 FTE with two levels of subordination:

First-line management.

Managed business processes: developed and implemented departmental SOPs for marketing budget investment criteria and control of marketing services execution; established a cross-functional system for monitoring contract compliance.

Led regular internal and external audits.

Implemented a 70:20:10 employee competency development system (trainings, intra-group and cross-functional projects).

From 2023: Began studies at the Moscow Institute of Psychoanalysis with the goal of returning to the "Psychotherapy" profession. Plan to renew the medical certification in "Psychotherapy" in 2027.

Skills: Commercial: Situation analysis, strategy and tactics development, scenario planning considering risks and opportunities.	Languages: Russian – native English – basic level
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Talent acquisition and development, building effective teams.	
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