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Expert in startup acceleration, networking, marketing and management, natural leader, team-worker, excellent bilingual communicator.

Looking to grow my career in startup acceleration management.

## Career

November 2021 to Present: Head of 5G Center, PJCS “Mobile Telecommunication Systems” (MTS), St.Petersburg, Russia.

Developing startup support corporate ecosystem in St.Petersburg – event management, tech scouting, partner relations, etc.

October 2020 to October 2021: Intrapreneurship Manager, LENTA, St.Petersburg, Russia.

Creating from scratch the internal idea management system “Fabrics of Ideas”, including motivation, involvement/PR, training, IT-system development, budgeting, etc.

June 2015 to October 2020: Director, Center for Entrepreneurship (ex.Business Incubator, SumIT accelerator), ITMO University, St.Petersburg, Russia.

I'm in charge for all the ongoing activities of the Center for Entrepreneurship – training and acceleration programs, international relations, partner startup events. I'm also involved in the residential startups` development – mentoring, attracting VCs, industry experts and corporate partners. The main responsibility is to develop the innovation ecosystem of St.Petersburg and Russia, making ITMO Center for Entrepreneurship and ITMO University one of the key players on the market which entails extraordinary networking, PR and marketing strategies design, searching for international programs and partners to attract funding for further incubator development, being a first person to promote the

innovation activity of ITMO and the Center for Entrepreneurship as an international startup hub.

In 2017 ITMO University Business Incubator was awarded as No14 among Best University Business Incubators globally, according to UBI Global. I'm a regular jury member and expert at startup events and competitions – Telecom Idea by Mobile Tele Systems (MTS), GenerationS by Russian Venture Company, St.Petersburg International Youth Forum (part of St.Petersburg International Economic Forum), Business for Me, Eurasia Mobile Challenge by Vypelcom (Beeline) and others.

January to March 2015: Head of the Mentor`s Club at the Internet Initiatives Development Fund, St.Petersburg, Russia.

I'm in charge for the creation of the Mentor`s Club: attracting industry experts (managers and specialists from IT-companies, venture capitalists and business-angels, serial entrepreneurs), creating and building relations with the community, event management, startup scouting, selection, “packaging”, consulting and acceleration.

**September 2014 to March 2015:** Innograd of Science and Technology, Project Manager at START Development, Saint Petersburg, Russia.

In charge for creating “from scratch” the innovation city of Innograd of Science and Technology in the newly build Yuzhny satellite-city of St.Petersburg. I'm involved in the concept design, partner and investor relations, investment attraction, GR, budgeting and strategic planning of the project, special economic preferences approving and many more.

**February 2012 to September 2014:** Project Consultant, Head of Center for Technology Transfer at Business Incubator `Ingria`, Saint Petersburg, Russia.

As a Project Consultant at Ingria, I serve as a “Business Development department on demand” for the resident companies, helping them develop their marketing strategies, operations (suitable software – 1S Accounting, CMS, CRM, ERP and other systems, budgeting, basic legislation – Civil Code, Labour Code, Advertising Legislation, Consumer rights, etc.), facilitating business relationships between the companies.

My most notable project at Ingria is the Center for Technology Transfer (CTT). This includes: design of concept, policies and brand guidelines; budgeting

(incl.1S); CRM (FreshOffice CRM, Zoho.com) using and optimizing; IT products (CMS, e-mailing, corporate portal and calendar and others) introducing and testing to optimize the internal business processes; managing and building leading partner network; designing and signing the partner agreements; curating roadshows for large technology companies; organizing face-to-face meetings and industry-specific events to promote and market resident companies' products and services; otherwise exposing technologies and products of Ingria's resident companies to leading Russian and international technology companies and managing their relations. During my 8-months work as Head of CTT, I have built a network of more than 400 representatives of companies like Samsung, IBM, Ericsson, Sberbank, Megafon, MTS, Metro International, Kirovsky Zavod Group, OMZ Group, United Aircraft Corporation, Petrostal, Transas, etc., being a first face in the company. I contributed a lot to building Ingria's international partner network including organizations like Technopol (Es), Technopolis (Fi), Cursor (Fi), Playa (Fi), Austrian Business Agency, SDEA (Azores), ThinkTank (Europe), CP-PSW-NRW platform (Int.), etc.

**May 2011 to February 2012:** Head of Marketing and PR Group, OOO "Avto Gamma", Saint Petersburg, Russia.

Organization and management of marketing department; design of marketing and PR strategy, marketing plan and marketing budget; management and coordination of marketing and PR activities; design of brand-book and corporate standards control; marketing research including competitive, price and product analysis; benchmarking; analysis and re-engineering of the effective customer service system; defining the control points of the service quality level, creation of scripts for the call-center, sales and customer service departments; customer service quality improvement; measuring effectiveness of marketing and PR activities; control and timely corrections to the marketing budget; performing HR- functions for the department (hiring/firing, personnel development, creating motivation and bonus systems, organizational structure of the department); implementing CRM-system; designing processes and procedures for the whole company and inter-department cooperation.

**September 2010 to May 2011:** Marketing and PR Manager, OOO "Concept Training", Saint Petersburg, Russia.

Formulating Marketing & PR strategy, formulating the plan of activities for effective PR and Marketing within the company, preparation and agreement of marketing/PR plan and budget, managing and coordinating marketing and PR

activities, preparation and participation in organization of round tables, and other presentation events of the company with service department (contacts with speakers, search and lease of location, preparation of materials and schedule, sending out invitations to participants, etc.), follow-up of marketing events and preparing summary reports, organization of and participation in corporate and business events, update and maintenance of website, ensuring maintenance of effective branding of company collateral materials, carrying out marketing research, preparing articles/press, building relations with magazines and newspapers, business organizations, management of advertising plan, maintaining client relationships through informing clients about new products/services, doing newsletter distribution, e-mail broadcasts, sending congratulation cards, and through application of other relevant tools, promote positive customer relations at all times, translation of documents for website, magazines, greeting cards etc., internal and external customer relations (attend functions and Concept events and represent Concept professionally in order to build contacts and networks, build networks to access press, clients and other networks that will assist in business promotion).

**July 2009 to September 2010:** Marketing Manager/Sales Manager, OOO “AK-Service”, Saint Petersburg, Russia

Full range of marketing and PR-activities: planning, budgeting, market research and analysis, segmentation, benchmarking, positioning, competitive and price analysis, company`s brand and services promotion, advertising, creating of informational cases, writing of articles, company presence at the trade fairs, telemarketing, activities` effectiveness estimation; product management, including the whole process of new products` creation from scratch; analyzing and preparing strategic decisions for the General Director in the part of production development, new markets` acquisition, supply optimization, etc. Creating and following up new customers, presenting them new products, dealing with claims and solving problematic situations.

**February 2009 to July 2009:** Marketing Manager, OOO “Sosnovoborskaya konsaltingovaya kompaniya”, Sosnovy Bor, Leningrad region, Russia.

Responsible for development of marketing strategies for the clients and for marketing and PR activities of the company itself.

**March 2007 to January 2009:** Marketing Manager, Jungheinrich Lift Truck OOO, 31 Skolkovskoe shosse, b.14, Moscow, Russia.

Responsible for development and implementation of strategic marketing plan for Russia, marketing management (developing promotional programs and sales tools to guide and support sales teams, providing recommendations to the sales force as to key target customers, applications and industries), competitive benchmarking (bring new product innovations to the market segments, inventory of personal and organizational needs of the different DMU in the market segments), liaison with other marketing functions to support development and execution of business development programs.

**May 2005 to March 2007:** Operationist, Raiffeisenbank Austria, St.Petersburg Branch, 36 Moika emb., St.Petersburg, Russia.

**March to May 2005:** Operationist, Baltic Bank. 32 Sadovaya Street, Saint Petersburg.

**December 2004 to March 2005:** VIP-client manager, SDM-Bank, Saint Petersburg Branch, 14A Lenina Street, Saint Petersburg.

Responsible for all types of client services and sales – loans, deposits, cash transfers, etc.

August 2004 to December 2004: General Directors` Personal Assistant, IPT-Group (real estate company), 22 Beloostrovskaya Street, Saint Petersburg.

**January 2004 to April 2004:** Training, Lending Department, Central Branch of the North- Western Bank of the Sberbank of Russia, 3 Dumskaya Street, Saint Petersburg.

July 2003 to August 2003: Economist, Agreement Department, HO of the Housing and Communal Services, Sosnovy Bor, Leningrad region.

## **Education**

**2003 to 2004:** Certified Specialist, Saint Petersburg State University of Economics and Finance, Economics and Management Faculty, specialization – Management of Economical Development. Almost magna cum laude. Thesis: “Modelling the Structure of Management in the Commercial Bank based on the Business Processes”.

**1999 to 2003:** Bachelor, Saint Petersburg State University of Economics and Finance, Economics and Management Faculty, specialization – Management.

Almost magna cum laude. Thesis: “Creation of the Information-Analytical Database for the development of Car Leasing and Car Lending Services for the Saint Petersburg Bank of Reconstruction and Development”.

**1989 to 1999:** Secondary School #2 with deep English studying, Sosnovy Bor, Leningrad Region. Graduated magna cum laude.

## **Special skills**

Languages: English – fluent (+Business Language); German and French – reading and translating, FernUniversität Certificate (German).

Computer skills: experienced user – MS Office, Adobe PhotoShop, Internet, Outlook Express, ScanSoft, Corel Draw, CRM, CMS, 1S, e- mailing and SMS-services, cloud storage.

Trainings: «Active Sales of Bank Products», «Effective Customer Servicing» (certificates of The Training Institute), «SMB Management» (St.Petersburg State Polytechnic University)

I was a finalist (one of five from Russia) for the Professional Fellows Program in the field of Innovation Entrepreneurship in 2014. I went to the US to build strong relationship with the representatives of the innovation ecosystem in the US, brought them for the outbound project to Russia and continue developing an international project to create the sustainable international innovation ecosystem.

Winner of the federal Russian competition of best managers “Leaders of Russia” in 2020 (among 106 winners from about 24K applications).