Evgeny Kurbakov

Marketing and Strategy Director

Marketing director with experience launching brands across Russia and CIS markets. I've worked in manufacturing and property development, led advertising campaigns and grown sales through distributors.

I work with business owners to choose which product to launch and which market to enter. Then I work with their teams to bring it to market.

EXPERIENCE

Independent projects

Operating Partner

I work with manufacturers to launch and grow brands. For SV KHIM, the team defined the role of each brand in the portfolio and launched a program for automotive repair shops.

Novyi Gorod

Strategy Director

I led positioning, pricing and marketing for residential developments. Our team connected ad spend to completed sales. Cost per sale fell, and more inquiries turned into purchases.

SINTEC GROUP

Brand Director

I led product range, pricing, production planning and distributor relations for motor oil and automotive chemical launches. Our team trained regional sales staff and ran nationwide campaigns to support distribution.

EDUCATION

Institute of Nuclear Power Engineering · Premium Management Business School · MAED · Mikhail Fedorenko Academy

CONTACT

e.kurbakov@gmail.com · t.me/marketbox_tm · linkedin.com/in/kurbakov