



# Zhanna Bukharina

## Business Profile

- More than 20 years of managerial experience
- 7 years in charge of the Corporate University
- More than 10 years in Training and Development



# Zhanna Bukharina

- Director of Learning and Development;
- Commercial Director;
- Expert in creation of the Corporate University and corporate learning systems;
- Expert in Strategic Customer Collaboration and Partnership;
- Business trainer and strategic advisor building successful teams.

## Key Competencies:

Corporate Learning and Development systems design, leadership and management competencies development, commercial teams efficiency growth.



# Areas of Expertise

## Strategic development and Professional Growth:

- **Leader as an Architect:** to train managers in the new formats of leadership behaviour, to ensure their success in the world of turbulence and rapid changes
- **Strategic Mindset Potential:** to explore and boost Strategic Mindset of your employees; to energize their capabilities in creative solutions generation and implementation, to discover strategic advantages and successful future scenarios, to overcome cognitive biases and move to action via inspiring communication.
- **Customer Engagement and Complex Selling:** To develop competencies of effective and sustainable customer management via introducing Selling techniques and approaches with practical application in class, to learn the complex Sales technology for big and strategic contracts in B2B, to train how to sell Solutions in the new environment together with practicing active listening skills and increasing the participants' overall level of persuasion capabilities.
- **Women: Up the Ladder:** to highlight the key opportunities for women to gain success and recognition they truly deserve in the business world without losing their identity.
- **Science of Decision Making:** to develop skills of making decisions in high stakes, under big pressure, with limited time and data
- **Self Awareness and Resilience :** how to keep high vitality, ability to make conscious decisions, spreading positive attitude around your team members and colleagues, encourage curiosity and creativity, overcome procrastination and prevent burnout.
- **Building hybrid and remote teams. The laws of virtual communication:** to build skills of effective remote team management via approaches proven by the experience of successful digital entrepreneurs.
- **Storytelling in Business:** to practice effective communication and persuasion in the business environment, to help participants in overcoming fears of public speaking and improvisations, to highlight methods of attracting and keeping attention of any type of audience.

## The Premium session

### «Strategic Customer Engagement»

- To maximize the participants' efficiency in customer management, high stakes problem solving, generating creative solutions and successful conflict management .
- To enhance business sustainability and operational performance
- Consulting in building Strategic Customer Development Plans

## More:

- Corporate Culture;
- Designing corporate system of Learning and Professional Development ;
- Building effective teams;
- Crisis Decision Making;
- High Productivity and Resilience at Work;
- Strategic Customer Management;
- Strategic Sessions Facilitation.

## Experience

- **2015 – 2022** Commercial Capabilities Development Director  
PepsiCo
- **2014** National Commercial Director Unilever
- **2011 – 2013** Head of Learning and Commercial Capabilities  
Development Mondelez International /  
Kraft Foods
- **2009 – 2011** Commercial Head of Moscow and Golden Ring  
Division Kraft Foods
- **2008 – 2009** Project Lead of Category Management in Russia,  
Kraft Foods
- **2006 – 2008** Head of Sales Development department Danone  
(Bolshevik/ LU Biscuits)
- **2005 – 2006** Head of Trade Marketing Gillette in Procter &  
Gamble
- **2004 – 2005** Regional Sales manager Eastern Ural Gillette
- **2003** Brand Manager «Disposables and Blades and  
Razors » Gillette, Russia and CIS
- **1998 – 2002** Area Sales Manager South Ural Gillette
- **1997** Sales Trainer Gillette

## Education

### Core

**2021 – 2023:** Program of Leadership Development (#pld)  
Harvard Business School, alternative to EMBA

**2012 – 2014:** EMBA with honors at Antwerp Management School  
RANEP

**1989 – 1994:** Ural State Pedagogical University, Teacher of English  
and German

### Additional

- **2020 г.** Methods of Virtual Communication;
- **2019 г.** PepsiCo Leadership Development Program, LEAD;
- **2019 г.** Leveraging Financial Concepts;
- **2019 г.** Program «Negotiation on the Edge» Schraner  
Negotiation University;
- **2018 г.** Program by Sentinel “Situational Analysis and Strategic  
Solutions”;
- **2016 г.** Customer Behavior management;
- **2016 г.** Successful Customer Presentation design;
- **2015 г.** Category Management approach– Practical sessions  
PepsiCo;
- **2001 – 2002 rr.** Open University of Great Britain, mini-MBA,  
faculties: Finance, Marketing and Management..



# Projects Implemented



Rostelecom

**Rostelecom**

Strategic session for the Leadership team



**Innotech**

Leadership Program: HR Practices



**PEPSICO**

**Leadership Development Program GROW**

**Period:** Annual 2021, continued in 2022

**Objective:**

Build a succession pool of Leaders (Director level), ready to respond to the challenges of the new world, to manage effective teams in a rapidly changing situation, to create environment that encourages learning and development on the job..



## Activities and Achievements:

- The complex assessment Identified competencies, that demand focus and development.
- The Annual Program aimed at changing modus operandi of the leaders was designed and implemented.
- In order to guarantee a prolonged effect, the program included different types of training approaches: webinars, workshops, individual coaching and business games.
- The top managers of the company were highly engaged in the program's activities and participated as speakers and experts.
- The outburst of attention and motivation, triggered by the program, led to its' consequent spread down the line to key account team leads.

# Projects Implemented



## Digitalization of Learning and Development in PepsiCo Commercial organization

**Period:** 2019

### Project prerequisites:

- High rotation of the entry level employees (sales representatives)
- Field team leads allocate big amounts of time to training newcomers
- Basic on-boarding duration was 3-4 months
- The company launched a system of digital field operation support
- Wide spread of E-learning modules

### Objective:

To create a “smart” on-boarding system, that effectively provides a seamless process of fast and high quality learning at different stages of a newcomer preparation.

### Activities and Achievements:

- Designed a system of creative and engaging digital micro modules, that deliver all necessary information.
- On the part of team leaders it became enough to only check understanding and conduct evaluation in the field.
- The training department was transformed into a Center of Expertise, the field training team’s responsibilities were transferred to the sales managers.
- The system of digital training modules’ monitoring was implemented.
- Duration of on-boarding was decreased to 3 weeks
- The quarterly knowledge tests began to regularly check the teams’ expertise.
- The platform with constantly updated programs, tests and a chat for the employees was developed and launched for best practice sharing and extensive communication.





# Projects Implemented



## «The CALIBER» project

**Period:** 2017

**Objective:**

To achieve business objectives and sustainable profitable growth by means of expertise, effective resource allocation, cross functional collaboration, development of leadership competencies and functional skills..



### Activities and Achievements:

- Transformation of the regional commercial manager role
- The team of middle management was changed and strengthened, through the process of development activities, which were based on the discovery of their capacity to grow business.
- Digital data analytics and operational monitoring system was designed and launched via extensive training activities based on real life business cases.
- Annual program of functional development for regional commercial leaders was developed and delivered to support the set objective.

# Projects Implemented



## Launch of the Corporate Commercial University PepsiCo

**Period:** 2015 – 2016

### **Problem solving:**

- 3 separate training teams with similar responsibilities in all regions (PepsiCo, WBD Dairy and WBD Juice)
- Low level of Retail expertise
- Absence of uniform approach to corporate training
- Big potential to grow level of the commercial organization expertise

### **Objective:**

To build one and uniform system of training and development for the company business



### **Activities and Achievements:**

- One structure of learning and development by customer channels (Retail, Field Execution and Foodservice) was built
- The trainer's job entered a career development plan as a step on the career ladder.
- Retail expertise growth via attracting experts from this field
- The uniform learning standards and a set of approaches was implemented.
- A system of functional tests and assessments with different levels of complexity.
- Complete renewal of the whole training portfolio, based upon business needs.
- Professional competencies development entered the annual individual development plan of the employees..





# Projects Implemented



## Launch of the Commercial Capability Development department

**Period:** 2011 - 2012

**Objective:**

To build a system of effective professional development of the commercial organization.

### Activities and Achievements:

- The uniform system of training and development by customer channel
- Kraft Foods and Cadbury training and development systems integration
- Design and implementation of the working and training standards in commercial departments
- Launch of the digital training system
- Introduction of the functional tests and assessments system in the commercial organization

## Launch of the «CatMan Project» in Russia

**Period:** 2008

**Objective:**

To establish strategic partnerships with the Key Retail Chains in Chocolate category



### Top partners in the Project:



The practices from the project entered the Effective Assortment Blue Book, published by ECR, became a co-author and an invited speaker at ECR Conferences



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# TSQ Consulting

