



Nataliia Chernyshova

General Manager

Mars Ukraine LLC

BRIEF BIOGRAPHY:

20 years of experience in big multinational FMCG companies: Coca-Cola Company and Mars.

First 12 years I was enjoying and developing with Coca-Cola Company, holding multiple positions of growing responsibilities in the areas of Marketing, Business Intelligence and Strategy Development (mainly in Ukraine and Russia, including leadership of number of global initiatives).

In 2013 I joined MARS as a Petcare segment director. In 2014 I moved to the position of General Manager Wrigley. Later I moved to the position of Integration and Transformation Leader for Mars Wrigley Confectionary in CEAB and Turkey (12 countries cluster). In 2018 I was promoted to General Manager, Mars Ukraine. Since then I have successfully led the continued evolution of the business in Ukraine, delivering strong growth while managing complexity and volatility.

Why do you think membership in the American Chamber of Commerce is important for business operating in Ukraine?

Having successful experience of cooperation with the American Chamber of Commerce in Ukraine (ACC), I am of the firm opinion that the ACC has become a real ambassador, strong advocate for the whole business community. The Chamber has been playing an active role in shaping favorable business environment in Ukraine and thus contributing to the economic development of our country. Membership in the ACC is important because it enables businesses not only to protect their interests but also drive new business agenda based on the transparency, equal rules and international standards.

What motivates you to be a Chamber Board Member?

Together with the ACC team and other businesses I want to make Ukraine a better place to do business. It is an opportunity for me to contribute to the economic development of my country.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

I can bring strong strategic vision, deep understanding of the business, legislative, political environment in Ukraine and result-oriented approach to all aspects of my potential cooperation with the ACC.

How have you been active in the Chamber over the course of the last two years?

YES

What activity or Committee would you participate in and be responsible for?

I have been working on the FMCG market for 20 years. Given my experience, I would participate in all activities related to the Food and Beverage Committee of the ACC.