



Elizabeth Korobchenko

General Manager Ukraine and Georgia

AVON

BRIEF BIOGRAPHY:

Elizabeth Korobchenko is General Manager Ukraine and Georgia at AVON Cosmetics. Originally Ukrainian, graduated from Odessa State University and later from Open University of London and London Business School. Elizabeth has over 20 years of managerial experience. Her career portfolio includes work in several international companies and in more than 10 European countries in key commercial positions. Since 2018, Elizaveta has returned to Ukraine as General Manager of AVON Ukraine and Georgia. Under her leadership, AVON strengthened its position as #1 Beauty brand and the leader in the direct sales market in Ukraine and Georgia. Elizaveta actively promotes the social activities of AVON, aimed at improving the life of Ukrainian women. Elizabeth serves as a Chairwoman of Direct Selling Association of Ukraine.

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

AmCham has been known as the respectful network of leaders from the international business community in Ukraine where best practice exchange and educational support is shared as well as professional advice on economic matters, legislative changes and newfound business opportunities is provided. The membership in AmCham is a profound opportunity to drive positive change in a rapidly changing business environment in Ukraine.

What motivates you to be a Chamber Board Member?

I believe that becoming a Chamber Board Member is my opportunity to contribute to making Ukraine a better place of doing business overall as well as to strengthen the role of women doing business. It is also my personal development and networking opportunity.

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

I bring over 20 years of managerial experience across 10 European geographies in cross-cultural environment in different commercial roles and I am bringing general management experience and skillset. Still my personal mission is in helping others be their best and I consider people development and achieving through inspiring and developing others can be in use with AmCham.

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

I participated in Leadership in Times of Crisis project only that I consider an excellent qualitative communication initiative that won (ACE) Creative Network Award with AmCham Europe. I believe it is eye catching, simple, practical and above all budget efficient.



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

My personal mission is to help others to be the best version of themselves. I am fond of educational and networking activities that can help to build a better world for women and to strengthen the role of women in society and to prove that a woman in Ukraine can be successful in any field and therefore I am most passionate about Women's Executives Leadership Development Initiative as well as any area around consumer goods.
