



Tatiana Lukinyuk

General Manager

Red Bull Ukraine Limited

BRIEF BIOGRAPHY:

I have 20+ years of experience in international companies, mostly FMCG. 13 years of my professional career was in marketing and sales. I started my marketing career in Gallaher Plc & The Coca-Cola Company, then becoming Marketing Director for Oriflame Ukraine & CIS and Anheuser-Busch InBev, the biggest beer company in Ukraine. Then I expanded my professional expertise switching to sales as Sales in Mars Ukraine, being responsible for sales, distribution and visibility of chocolate brands. In 2015 I joined Red Bull as General Manager responsible for energy drinks business performance in Ukraine.

From 2010 I became a tutor at the Chartered Institute of Marketing (UK), and from 2016 I have joined the Kyiv School of Economics as associated professor, leading Strategic Marketing module. In 2017 I also founded Kyiv Bookworms Club, which brings together book lovers and addicts. Currently the Club has over 3000 'bookworms'. I have been included into Self Made Women Rating by Forbes in 2020.

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

I highly appreciate clear and transparent efforts which the ACC makes in Ukraine to improve business and investment climate. There is a lot of value which the ACC generates by bringing businesses and government closer to each other, making sure that corporate 'pains' are delivered and heard by the officials – it would be otherwise an impossible endeavor for each individual company.

What motivates you to be a Chamber Board Member?

I share the mission and destination that the ACC has as its core. I am committed to invest time and effort into finding right connection points between state and business interests to make our country better place for investors since I truly believe that with current state priorities it is more possible than ever.

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

20+ experience at Fortune 500 companies, 15+ experience in executive roles, profound expertise in marketing and sales, understanding of latest trends and digital developments. I am dynamic and active personality with lots of ideas and interests in multiple spheres and established network of contacts across governmental & business organization.

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

We have joined the ACC in 2018 only but have supported several events already as there is perfect match between fun and drive of the ACC events with fun and drive of Red Bull))

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

FOOD & BEVERAGE