



Khon Victoria Valeryevna

Expertise: Launching companies and new products in a new market, development of product strategies, market monitoring, formation of investment proposals, audit of companies and projects, organization and holding of events, management of the company's portfolio.

EXPERIENCE

FOREIGN ECONOMIC ACTIVITY REPRESENTATIVE OFFICE (MEXICO) November 2019 - present

- Promotion of goods from the Russian Federation in Mexico, import from Mexico to Russia and the CIS
- Promotion of goods from Russia to Costa Rica, import from Mexico to Russia and the CIS
- Conducting negotiations, participating in specialized exhibitions, diplomatic interstate events

BUSINESS COACH/MENTOR Oct 2014 - present

- Consulting on startup launch; determining the uniqueness of the product (UTP), development strategy;
- Market monitoring and formation of investment proposals in various fields
- Express audit of the project and the company, formation of a plan for to quickly reformat the work and offer the best solutions.

SERAFIMA, FOUNDER July 2016 - present (part-time)

- A women's brand of modern clothing that promotes the traditions of Russian culture.
- Organized all business cycles for more than 90 SKUs/products: from design to sales, in-house production and placement on third-party sites;
- Sold over 90,000 units on Wildberries and Lamoda

WTC, MOSCOW

HEAD OF THE ANALYTICAL DEPARTMENT June 2013 - May 2014

- Analysis of trends and reviews of the hotel, office and event markets of the Russian Federation and the world;
- Implementation of controls and procedures for projects and business units;
- Evaluation of investment projects and preparation of risk and strategy briefings

PRYSWATERHOUSECOOPERS (PWC), SENIOR CONSULTANT Jan 2007 - July 2011

- Audit of more than 170 top Russian and international companies from FMCG, industry, pharm, IT, horek, agricultural, automotive and mining industries. Full coordination of 38 audit and consulting projects. Examples are the assessment, optimization and implementation of business processes in accordance with the best practices of the world;
- Conducting effective negotiations and training clients at various levels - from the board of directors to operational staff;
- Planning, budgeting and coordination of all stages of projects

ОБРАЗОВАНИЕ

- MBA in Hospitality, Les Roches International Hospitality School, Швейцария, 2011-2012
- Высшее, Финансовый менеджмент, СПбГЭУ (Финэк), 2001-2006
- Бакалавр, Управление предприятием, Pierre-Mendes France, г. Гренобль Франция, 2003-2006
- Языки: Русский (родной), Английский, Французский, Испанский