

## ANASTASIA KUTUZOVA

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### Profile

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**Address** Madrid, Spain  
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**Work Permit** EU, Russia

An experienced product manager, with current expertise in pharmaceutical, education and linguistic sectors. With a strong grasp of the project management, business development, & product management (branding and marketing) and international experience in Russia, Norway, and Spain. Has driven numerous successful initiatives in such companies as Johnson & Johnson, EA and Alexion and managed cross-functional business activities to maximize growth and ensure sales.

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### Work Experience

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MARCH 2020  
UTD

#### **Electronic Arts**

##### **Localization Tester**

- Quality assurance specialist focused on Russian localization and guideline compliance.
- Supervised Russian localization of in game texts, manuals, glossary.
- Translation and proofreading of all in game, web and offline assets.
- Testing, analyzing, and reporting both localization and functionality issues.
- Issue triaging and regression.
- Hand-on testing experience X-BOX1 and PC.

DEC.2017  
UTD

#### **Yondbee Social Effects, Madrid, Spain**

##### **Digital Project Manager & BD for Pharma Accounts**

- Managing consulting projects for digital marketing agency on Key Accounts in the pharma market, with innovative projects involving VR and AR in the medical field.
- Receiving brief from brands such as the Pierre Fabre group, product study for Avéne, Elancyl, Rene Futerer, etc - (composition, positioning, target), debrief with the creative team, actively participating to the creation of the strategic and creative proposal, pitch to the client, management of production of all social media and digital media campaign, client reporting.
- Research and Development of a new "sales networking system" for Johnson and Johnson, which consisted in a sort CRM based on Virtual Reality Technology on the Oculus Go. The main objective is to reduce the costs of sales reps to pharmacy visits and to train the pharmacists remotely. The 2018 KPIs are successfully reached.
- Ensuring pre-sales viability and project management for online medical training platforms based on e-diagnosis model and other online training platforms.
- Conducting company analysis for financial risks and opportunities for the seasonal and permanent campaigns.
- Working directly with external consultants hired for the projects (Digital Agencies, IT Providers).

- Leading business development in pharma department (OTC).
- Planning and follow up of SEO and SEM strategies.

DEC.2014  
NOV.2016

### Alexion LLC.

#### **Product Manager Hematology SOLIRIS PNH**

- Active participation in the functioning of the Global Brand Team: **localization of the global strategy and tactical implementation of EMEA initiatives** in Russia, with a focus on the market penetration of the product (generate demand, create access, and support utilization). Development and implementation of the unit budget. Results: **product net sales increase up to 12% within 16 months.**
- **Product launch: new features Soliris for pregnant women:** development of new KOLs in gynecology: round tables, local and regional professional seminars and conferences, double visits.
- **Development of marketing tools and activities.** Management of branding and medical education agencies.
- Close work and **cooperation with laboratories throughout the country** and EMEA partner laboratories: **formalization of the PNH standard blood testing**; supported by a series of lecture and educational activities with the labs.
- Development of **product positioning and segmentation strategy** (i.e. lifecycle management, business development etc.). Results: **average 0 rate of the patients off the treatment, stable raise in patients on treatment +2% to +4% due to the targeted region.**
- Leadership in the best practice sharing process and bring local market insights into the team. **Development of the ongoing sales training for field force (for the PNH branch).**
- **Implementation and monitoring the local marketing budget** in line with the Regional one.

SEPT.2011  
DEC.2014

### Johnson & Johnson MD&D

#### **Product Manager Medical Devices**

- **Brand Strategy development** for international KOLs, local KOL and “naïve” surgeons, neurologists and traumatologists, according to their specialization – oncology, degenerative diseases, scoliosis and trauma, both adults and pediatric.
- **Responsible for Spine related SKUs (7200 SKUs), 11 brands** (Open and MIS for Cervical – Thoracic – Lumbar).
- **Launch targeted for MIS and Tumor reconstruction procedures:** brand development, promotion and commercialization along with sustained business growth and strategy of the company (main goal to get the cervical and thoracic market within ocnco-specialization niche was successfully achieved).
- **Cross-selling** of power tools and partnerships with the partner B-Braun Intra-operational 3D marking.
- Marketing plan development and execution: **market share increase 3.5% up to 26% (vs objective 25%) overall and net sales growth up to 23% (vs objective 18%)** within the whole portfolio.

- Deep **portfolio analysis** and trimming from 20 line-ups down to 11 line-ups, with focus on main line-ups allowed to achieve all the above-mentioned objectives. Prediction of the most profitable line-ups on the market and regular follow-ups with salesforce.
- **Designed training courses for the internal client** (12 sales people) and developed, along with HR, incentives programs from Seniors Sales Managers. Adaption and implementation of the EMEA Training courses for the Sales Force. Follow up and Reporting to the EMEA Marketing Manager Spine.
- **Designing training courses for outside client** - distributors dealing with my products, constant follow up and double visits.
- **Leading re-registration and re-labeling of the whole portfolio** with the registration department, due to discrepancies I pro-actively spotted.
- **Streamlining communication between Logistics and Spine Department**, to increase the effectiveness of the LIFO/FIFO stocking processes and improved assets/inventory tracking. Improved rotation and control over slow moving goods (**destocking incentives with up to 20% stock sold, re-used 40%** material for internal/external training).
- **End-User Insights & Analytics identification**: insights and market trends identification, KOL development and loyalty enhancement through specific programs.
- Outstanding achievement in client development by **creating and implementing Professional Education Projects for MD Spine Department DepuySynthes**, accounting for the most significant increase and exceeded expectations on KPIs, such as the following training courses:
  - **AO International Courses for Spine Surgeons** ([www.aospine.aofoundation.org](http://www.aospine.aofoundation.org)): development from scratch local hands-on product courses for DepuySynthes Spine products on the local market, with extra offices in in Davos, Austria & Zurich Switzerland.
  - **Development and implementation of the J&J Two-Level Hands-On Cadaver Courses for Spine Surgeons**: elaboration from Idea to implementation of the 2 level educational programs for naïve and advanced clients

SEPT. 2007 – **ROSENERGOATOM. Nuclear Energy Integrated Company**  
 OCT. 2009

**Leading specialist, International Department**

- Management of the international ROSATOM campaigns at power plants: international meetings and intra-industry conferences.
- Preparation of the on-site reports and industrial proposals for the International Missions on Nuclear Power plants (OSART missions) projects: HQ and Russian Nuclear Plants.

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**Education**

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Oct 2017 – **EAE Business School**, Madrid, Spain  
 2019

**MSc in Digital Marketing & E-Commerce**

- Digital marketing-focused program, reflecting the current challenges of the marketplace on-line, new strategic challenges in growing digital world.

2009 – 2011 Bi Norwegian School of Management, Oslo, Norway

**MSc in Political Economy**

- Focused on phenomena and processes in the converging areas between politics, public relations and economics, both in national and international context.
- Diploma with honor.

2001 – 2005 Moscow State University of International Relations (MGIMO) Ministry of Foreign Affairs  
Russia.

**Bachelor of Business Administration**

- Graduated with Honors (GPA 4.84/5.0)
- Awarded a scholarship to study abroad
- Official studies of foreign languages

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**Additional Education**

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- 2014 Level I & II Paroxysmal Nocturnal Hemoglobinuria – Alexion LLC (Zurich, Switzerland)
- 2013 Level II Spine Surgery Courses for Product Managers – Johnson & Johnson MD (Zurich, Switzerland)
- 2012 Level I Spine Surgery Courses for Product Managers – Johnson & Johnson MD (Zug, Switzerland)

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**Languages**

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- **Russian** (native)
- **English** (C1 - fluent)
- **Spanish** (C1- fluent)
- **French** (B2)
- **Norwegian** (B1)

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**Other Skills**

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- MS Office professional
- SIRIUS
- SAP system
- C1
- Google AdWords
- Tableau
- Virtual Reality / Augmented Reality