

Curriculum Vitae – Spring 2021

Family name: Rakhmatullina
 Given name: Gulnaz
 Gender: female
 Date of birth: 25/11/1983
 Citizenship: Russia
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Qualifications

Bocconi University Milan, Italy PhD Program in Business Administration and Management	September 2020-Current
Manchester Business School Manchester, UK FT MBA Program	August 2014-July 2016
University of Wisconsin-Madison Madison, USA Consumer Science/Marketing	September 2008-May 2011

Research Interests

Retail and Technology, Omnichannel Retail Strategies

Work Experience

GfK Rus Moscow, Russia Retail Engagement Lead (Northern & Central Europe, Russia) Senior Consultant/Retail Key Account Manager	April 2020-February 2021 December 2017-April 2020
Hilti Great Britain Manchester, United Kingdom Strategic Marketing Manager (Customer Data Management)	July 2016-May 2017
GfK Rus Moscow, Russia Market Research Consultant	June 2012-July 2015
MAR Consult Moscow, Russia Assistant Analyst	January 2012-June 2012

Studies abroad

Bachelor's Degree in the US, MBA degree in the UK.

Language Skills

English, Russian

IT Skills

- Word, Excel, Power Point (excellent)
- Stata, SPSS (basic)