

DMITRY KALINCHENKO

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SUMMARY

Strategy & Innovation Consultant – Project Manager – Consumer Insight Strategist

Quantitatively minded strategy consultant who loves to turn consumer insights into data-driven stories. Valued for being able to aggregate a variety of qualitative and quantitative data into a coherent and visually compelling stories and narratives to help my clients develop novel products and enter new markets. Endurance athlete who loves performance data.

KEY SKILLS

- **Data to Insights:** 6 years of helping medium to large companies turn operational, financial and marketing data into compelling narratives to create market entry strategies and new products. Familiar with Tableau and Excel for data analysis and visualization.
- **Market Research & Consumer Insights:** 6 years of experience performing market research including creating and launching consumer surveys, forecasting, market sizing and building market growth models.
- **Strategy & Innovation:** 6 years of helping large companies elicit consumer insights, leverage novel technologies and understand market trends to identify strategic opportunities and enter new markets.
- **Project Management:** 4 years of guiding complex projects with multiple workstreams from inception through completion in management consulting as well as Agile & Scrum environments. Familiar with Jira, Asana and AirTable for project management.
- **Technical Background:** Proficient in SQL (PostgreSQL & pgAdmin) and JavaScript, including jQuery and D3.js (latest project - rationalize.io). Expert MS Office (Excel, PowerPoint, Word) and Adobe Creative Suite (Photoshop, Illustrator, Lightroom) user.

EXPERIENCE

[The Inovo Group](#) | Boulder, CO

Inovo is an innovation consulting firm specializing in working with clients in energy, chemical and material industries. As a consultant I manage large, multi-stream projects, perform market analysis and primary and secondary research to discover new strategic opportunities for our clients.

Senior Consultant (November 2019 – Present)

Consultant (March 2016 – April 2019)

Analyst (March 2014 – March 2016)

- Developed a series of strategic opportunities in a long-term work partnership with a large oil & gas company to deal with the impact of autonomous vehicles, multi-modal transport, and other emerging mobility technologies. Designed a series of vivid future scenarios to analyze the impact of these technologies on the business within 1, 5- and 10-year timeframes.
- Helped a struggling food manufacturing company reposition itself in the changing world of modern farming. As a result, the company launched a major new initiative aiming at capitalizing on an emerging trend of vertical farming.

[Strategyn](#) | Denver, CO

Strategyn is an innovation consultancy that uses qualitative and quantitative, survey-based, data-driven research approach (Outcome-Driven Innovation) to understand customer needs and develop product strategy.

Senior Analyst (May 2019 – November 2019)

- Developed a market strategy for a pet food division of a large CPG company identifying both opportunities for innovation as well as cost reduction. Presented a number of new product ideas and redesigns of existing products.
- Developed a product strategy for a medical devices company, uncovered areas of unmet needs for multiple segments of surgeons in the context of using robotics for knee replacement surgery.
- Due to a sharp decline in revenue in Q3 and Q4 of 2019 Strategyn laid off ¼ of its staff in November.

[HookLogic](#) (acquired by Criteo in 2016) | Ann Arbor, MI

HookLogic was a tech startup providing a bidding platform for brands to get a premium placement in retail search results.

Project Manager Scrum Master (June 2013 – December 2013)

- Improved the visibility into team's performance by cleaning up the sprint backlog of >100 tickets from previous sprints.
- Developed UI mockups and scope documents for multiple platform features.

[Enovio Consulting](#) | Ann Arbor, MI

Enovio is an operations and change management consultancy working primarily within energy and healthcare sectors.

Consultant (May 2012 - May 2013)

Business Analyst (September 2010 - May 2012)

- Identified cost cutting initiatives resulting in 10% reduction of corporate operating budget for a utility company and developed a detailed implementation schedule of said initiatives.
- Identified and implemented annual savings of over 25% in resource selection and procurement strategy for a for-profit college without reducing the efficiency of business operations, resulting in over \$600,000 of cost reductions annually.

EDUCATION

MS Information Science | University of Michigan, Ann Arbor, MI

May 2012

BA Economics, BA Sociology | University of Michigan, Ann Arbor, MI

May 2010