

GEORGE KORSAKOV

Chief Marketing & Communications Officer (CMO · CCO)

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EXECUTIVE SUMMARY

Marketing and communications leader with 15+ years driving brand, GTM strategy, and corporate reputation across international and regional markets. Built marketing functions from the ground up, launched products and brands at scale, shaped investor positioning, and managed reputation through growth and crisis. Cross-sector experience across enterprise technology, international gaming, entertainment, and automotive.

AREAS OF EXPERTISE

- **360° GTM Strategy:** ATL, BTL, digital, social, PR, media planning, agency management.
- **Research & Analytics:** quantitative and qualitative research, segmentation, customer journey mapping.
- **Brand Strategy & Architecture:** brand platform, messaging, tone of voice.
- **Corporate & Crisis Communications:** press office, reputation, risk management.
- **Partnerships & Ambassadors:** alliances, sponsorships, KOLs, personal brands.
- **Public Affairs & Government Relations:** engagement with regulators and institutional stakeholders.
- **Partnership Marketing:** co-branded campaigns, collaborations, brand integrations.
- **Budgeting & Controls:** annual budgets, KPIs, reporting.

PROFESSIONAL EXPERIENCE



Chief Marketing Officer (CMO)

Global Marketing, Brand & Communications

SportSpired Games · sportspired.com · Belgrade, Serbia

08.2024

05.2026

IT / Gaming · ~\$300M total investment · 180+ employees

- Built 360° GTM strategy for two brand launches with a \$100M+ marketing budget.
- Led market research and target market selection for both products.
- Built the marketing function from the ground up: hiring, KPIs, reporting.
- Established competitive intelligence and annual marketing planning standards.
- Launched the brand platform: positioning, values, and visual identity.



Chief Marketing Officer (CMO)

Marketing, Brand & Go-to-Market

YADRO · yadro.com · Moscow, Russia

10.2023

07.2024

Enterprise Technology / Hardware · ~\$1.8B revenue · 7,000+ employees

- Defined a \$14M+ annual marketing budget tied to strategic company initiatives.
- Designed go-to-market strategy for entry into new B2B and B2C segments.
- Aligned marketing strategy with company scale-up beyond \$1.3B in revenue.
- Built the KVADRA consumer brand from scratch and launched flagship product KVADRA_T.
- Consolidated fragmented marketing functions into a single 26-person department.



Director, PR & Brand Communications

Brand Strategy, Investor Comms & Partnerships

Strikerz Inc. · strikerz.inc · Paphos, Cyprus

07.2020

09.2023

IT / Gaming · ~\$230M total investment · 350+ employees

- Led communications for a €40M investment round supporting product development.
- Created the "Fair-to-Play" positioning (a play on Free-to-Play, built around fairness).
- Launched partnerships with 8 football clubs across England, Germany, France, and Portugal.
- Signed ambassador deals with 5 football stars, including Cristiano Ronaldo.
- Drove 3M+ registered users and 2M+ open beta participants.
- Reached 800K+ social followers and 2,000+ placements in leading international media.



Head of PR & Brand Communications, MY.GAMES

Brand Architecture & International PR

VK (Mail.ru Group) · [vk.company](https://vk.com/company) · Moscow, Russia

05.2018

03.2020

IT / Gaming · ~\$1.8B revenue · 15,000+ employees

- Built the MY.GAMES international brand from scratch: architecture, identity, positioning.
- Drove communications for 15 studios, the MGVC investment arm, and 160+ game projects.
- Delivered 39% CAGR vs. 11% market average — 3x faster than the market (2018–2020).
- Secured 2,500+ placements in leading international and Russian media.
- Created The Big Deal event series, convening global gaming industry leaders.



Head of Corporate Communications

Russia & CIS Corporate Communications

The Walt Disney Company · disney.ru · Moscow, Russia

07.2016

05.2018

Entertainment · \$94.4B global revenue · 231,000+ employees

- Developed communications strategies for Disney, Pixar, Marvel, Star Wars, and 6 business segments.
- Grew PR Value by 146% (~\$40M to ~\$100M).
- Expanded media presence by 40% (43.1K to 60.3K placements).
- Lifted positive sentiment by 113% (15.4K to 32.8K placements).
- Built a digital ecosystem of internal media; produced 50+ events.
- PR campaign for *The Last Warrior* — #1 Russian box office of 2017, all-time domestic record at the time.
- Disney social impact project — PROBA IPRA 2016 winner, Best Social Project category.

EARLIER EXPERIENCE

2007–2016

Mitsubishi Motors Corporation (2013–2015) — Head of Corporate Communications

- Led EV launch strategy for Russia in partnership with Mitsubishi UK.
- +30% brand awareness, "Best PR Department 2014" award.

Honda Motor (2011–2013) — PR & Communications Lead

- Launched the Acura premium brand in Russia: pre-orders 78% above plan.
- Grew Share of Voice from 1.9% to 3.9%, reaching 600+ monthly placements over 2 years.

Russian Ministry of Foreign Affairs (2007, internship), **Rossotrudnichestvo** (2009–2010, civil service), **FIFA World Cup Russia 2018 Local Organizing Committee** (2015, communications strategy).

EDUCATION

MGIMO University (Moscow State Institute of International Relations) · MFA Russia

- Master's in Management, Public Administration (GPA 4.9/5.0), 2007–2009.
- Bachelor's in International Relations, World Politics (GPA 4.7/5.0), 2002–2007.

TOOLBOX

- **Generative AI:** ChatGPT, Claude, Gemini, Perplexity, Midjourney, DALL·E, Stable Diffusion, Sora.
- **Brand & Design:** Figma, Canva, Adobe Creative Cloud, Adobe Express.
- **Analytics & BI:** Google Analytics, Yandex.Metrica, Power BI, Looker Studio, Tableau, Excel.
- **Project Management:** Notion, Asana, Trello, Jira, Monday.com, Miro; MS Office, Google Workspace.
- **Team Communications:** Slack, Microsoft Teams, Telegram, WhatsApp.
- **Media Monitoring:** Medialogia, Mediascope, Brand Analytics, Brand24, Meltwater, Cision.

Open to international roles globally, available for relocation and remote leadership.