

Tetyana Babenko

CUNEF UNIVERSIDAD
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CUNEF Website

EMPLOYMENT

Lecturer, Dept. of Quantitative Methods, CUNEF Universidad (2024-present)

Courses taught: Data Visualisation and Descriptive Statistics; Data Collection and Processing; Delivering Insights through Data-Based Storytelling.

Adjunct Professor, IE Business School, Madrid, 2018–2021

Courses taught: Trends in Technology (Master in Customer Experience & Innovation; Master/Executive Master in Digital Marketing); Data Insights, Visualization and Storytelling (Bachelor in Data and Business Analytics); Data Insights and Visualization (Master in Management); Digital DNA: Technology for Innovation (Master in Global Corporate Compliance); Agile Project Management (Master in Business Analytics and Big Data, IMBA).

Recognized as Best Professor and Best Professor for Executives, with evaluations consistently above 4.5.

EDUCATION

Executive MBA — IE Business School, Madrid, 2014

Postgraduate Diploma in Digital Business — Columbia Business School & MIT Sloan, 2019

Postgraduate Diploma in Digital Marketing — Digital Marketing Institute (UK), 2019

BBA in Marketing — International Christian University, Kyiv/Vienna, 2004

FIELDS OF INTEREST

International business development, network- and partner-based commercial models, digital marketing, and data analytics applied to customer experience.

SELECTED ACADEMIC HONOURS AND GRANTS

Best Professor Award, IE Business School (evaluations consistently above 4.5), 2018–2021

Best Professor for Executives Award, IE Business School

Senior Leadership Development Program Alumna, METRO Group, 2012

BMW Foundation Young Leaders Alumna, 2006

FSA Future Leaders Exchange (FLEX) Alumna, U.S. Department of State, 2000

PROFESSIONAL ACTIVITIES

Head of Development & Member Engagement / Partner Engagement Director — LEAD Network, Madrid/Amsterdam, 2021–2026

Founder & Executive Coach — TateKretova Health and Executive Coaching, Madrid, 2016–present

Business Development Director, Asia Pacific / Acting Country Director, UK & Ireland / Director, Eastern Europe & Central Asia / Country Director, Russia & Ukraine — IE University, 2013–2021

Co-founder — Handson Consulting (Zarely, Simplifi Shirts), Spain & Ukraine, 2015–2019

Head of Marketing Communications / Head of Corporate Communications — METRO Cash & Carry, Kyiv, 2004–2013