

Natalia Bukhalova

Head of Practice GR & Investment support

Specialisation

Natalia Bukhalova leads the GR and Investment Support practice at EVERLEGAL, opening a new vector for clients – strategic business advocacy.

Natalia focuses on advocacy as a synergy of GR, legal, and marketing support to create an environment where responsible business can grow, influence, and protect its interests. With over 25 years of experience in marketing, consulting, and brand support, more than 15 years of teaching at the leading business school MIM-Kyiv, and co-producing the Ukrainian Marketing Forum, Natalia is able to grasp the essence of processes, foresee risks, and unlock new opportunities for business. Her approach combines analytical depth with creative thinking, always working proactively.

For her, GR means understanding the deep needs of business, supporting its development, and shaping a sustainable future.

Education

- National Academy of Management (1994-1999)
Bachelor's degree in International Economy, Master's degree in Finance. Research topics include "Banking in Ukraine," "Salary Accounting," "International Bank for Reconstruction and Development," and "Financial and Legal Aspects of Small Business Creation and Development in Ukraine".
- Institute of Economic Forecasting, Ukrainian Academy of Sciences, postgraduate study (1999-2000).

Experience

- **January 2015 – Present. Ukrainian Marketing Group. Director, Owner.**
- **February 2009 – December 2014. Ukrainian Marketing Group.** Deputy General Director - leading market research company in Ukraine, she was responsible for strategic planning, business development, and internal management. Focused on attracting new clients, expanding existing relationships, and negotiating complex research proposals. She played a key role in implementing and promoting new methodologies, managing PR activities, and overseeing HR and team-building initiatives. Additionally, supervised major client projects, ensured the quality of strategic reports, and provided consulting services.
- **February 2005 - January 2009.** "Ukrainian Marketing Group" Group of Companies (incl. associate member and official representative of Research International in Ukraine). Head of the Qualitative Research Department - responsible for strategic planning and development of the qualitative research branch, client acquisition, negotiations, and research proposal creation. Supervised all qualitative projects, ensured the quality of reports, and presented them to clients. Additionally, provided advisory and consulting

services. Her clients included *Unilever, Philip Morris, Nestle, Maspex (La Festa, Kubus, etc.), Liggett-Ducat, UMC, Sberbank, Kolo, Fokstrot, IFC, etc.*

- **August 2002 - January 2005. Managing Director at Branding Agency "MARKA" within the Ukrainian Marketing Group.**
Responsibilities included strategic planning and development, client acquisition, and creating branding programs. Managed branding projects using both qualitative and quantitative methods, including brand creation, development, maintenance, naming, and exploring brand opportunities. Collaborated with advertising agencies and provided advisory and consulting services. Clients included Artemida, Kyiv-Donbass, Olimp, Interrybflot, More, Troyanda, Odesskiy Maslozhirovoy Kombinat, Oniss, and Artemovskiy Zavod Shampanskikh Vin.
- **March 1998 - July 2002. Ukrainian Marketing Group (UMG) in various roles, including Deputy Head of the Quantitative Research Department, Project Manager, and Project Manager Assistant.**
Responsibilities included creating proposals, designing projects, conducting training sessions for interviewers, implementing projects, and ensuring adherence to project timelines. Supervised report preparation and presented the final reports to clients. Clients included: Unilever, Baltic Beverages Holding (Slavutich, Pepsi), Nestle, Golden Telecom, Reemtsma Ukraine, PWC, Kraft Foods, Colgate-Palmolive, Ilta Ltd, Papastratos, Wimm-Bill-Dann, GlaxoSmithKline, SAM, Pilot (travel agencies), Evropa-plus (radio station), as well as international research agencies such as Millward Brown, Strares, COMCON, F2, WCIOM, ARMI, and Ultex.
- **November-December 1997 - Economic Advisor at the International Bank for Reconstruction and Development (IBRD).** Responsibilities included working on problematic credit projects, preparing IBRD materials, and collaborating directly with the Ministry of Finance and the Cabinet of Ministers.
- **In 1994-1995, she worked part-time as an Interpreter at the International Republican Institute (USA).** She was responsible for office work, organizing meetings, managing databases, and assisting with the organization of educational seminars.

Jurisdictions

Ukraine.

Language

Ukrainian, English, Russian.