



Irina Dolgushina

Facilitator | Innovation Driver | Unconventional Team Architect

Ljubljana, Slovenia
 irina.dolgushina@gmail.com
 + 386 699 644 19
Can operate via B2B contract (registered in Slovenia)

Russian – native
English – fluent
Slovenian – basic

Notion | Miro | PPT
AI tools | Zoom
Google Workspace

Core Snapshot

I blend tools & concepts to help people and teams grow, think differently, and act with clarity. With 15+ years in marketing research and a decade of facilitating ideation and creativity sessions, I design sharp, human-centered processes that unlock fresh thinking. From launching an alternative school to shaping team dynamics, I lead with strategy and insight into what drives both individual & team potential.

Milestones

Roles

▪ KreAKtive büro | Self-employed Sept 2015 – current

Design & facilitate creative sessions, strategic sprints, team development processes across sectors.

▪ Synovate Comcon/ Ipsos Deputy Director, Quant Department Sept 2011 – Feb 2016

Led research methodology, client engagement, and internal learning across projects & teams.

▪ Wrigley/ Mars Sr. Consumer & Market Intelligence Manager Jan 2008 – Sept 2011

Directed insight strategy and led a team delivering data-driven decisions across global categories.

▪ Nutricia/ Danone Consumer Insight & Innovation Manager Jul 2006–Jan 2008

Provided actionable consumer insights for product development and marketing

▪ Comcon RI Head of Research Group Apr 2001–Jul 2006

Advanced from junior to team lead, managing full-cycle research and mentoring analysts across sectors.

▪ Education Dual university degrees in sociology & psychology. Focus on group dynamics, organizational behavior, and team processes

Functions & Expertise

Facilitation & Creativity

- Led **ideation** sprints, innovation labs, and strategic roadmap sessions
- Delivered **creativity trainings** that shifted mindsets and unlocked bold thinking
- Conducted **team diagnostics** to identify bottlenecks & unlock potential
- **Facilitated workshops** on communication, team culture, collaboration
- Guided cross-functional sessions to **co-create vision**, roles, strategy
- Designed educational formats based on **personalized approaches**

Insight & Strategy

- Developed **insight strategies** across multiple categories and markets
- Delivered **research-based recommendations** for product, brand, and communication development
- Conducted **end-to-end qualitative and quantitative studies** (design, fieldwork, analysis, reporting)
- Translated complex data into **actionable insights** for business
- Partnered with marketing, R&D, C-level leaders to inform **strategic decisions**
- Conducted **trend analysis** and mapped **consumer journeys**

Team Development & Leadership

- Built and led **high-performing teams** aligned with business goals and individual strengths
- Delegated responsibilities, **tracked performance**, and supported individual growth
- Designed onboarding workflows and **mentored** junior researchers
- Led **methodological innovation** and capability building initiatives
- Designed and led internal learning processes and **knowledge-sharing** systems across teams and projects

Client & Project Ownership

- Managed **client relationships** from first contact through proposal and project confirmation
- Coordinated **external research** vendors and ensured methodological consistency
- Presented **key findings** with clarity and impact to senior stakeholders
- Planned, budgeted and delivered projects within **tight deadlines** and complex contexts
- **Worked across** FMCG, automotive, healthcare, telecom, banking

Approaches

- human-centered design
- metaphor-based ideation
- interdisciplinary enrichment
- slow flow
- multi-level workshops
- experiential learning
- brain-based education