

ANASTASIA ANDRIANOVA

anastasia.andrianova@agilent.com

(701) 335-3090

Wilmington, DE 19808

Skills

- Technical leadership in the development of the customer-centric workflows
- Management of marketing team collaborations and deliverables meeting dynamic market conditions
- Strategic marketing in partnership with sales, R&D, Segment & Commercial Marketing
- Effective internal and external stakeholder engagement and relationship building

Education and Training

MBA Strategic Leadership | 2023

University of Delaware, Alfred Lerner College of Business & Economics

Ph.D. Analytical Chemistry | 2017

University of North Dakota
Dissertation: *Novel Approaches in Lignomics Employing Liquid Chromatography and Mass Spectrometry*

M.S. Analytical Chemistry | 2014

Lomonosov Moscow State University

Summary

Enthusiastic results-driven technical expert with proven success in driving commercialization strategy through fostering customer-centric collaborations and deployment of the workflow solutions to customers. Adept at collaborating with strategic partners, fostering cross-functional teamwork, and aligning technical marketing with organizational goals. Ph.D. in analytical chemistry amplified by industry experience in collaborative matrix organization is complemented by an MBA in strategic leadership coupling technical proficiency with business acumen.

Experience

Collaborations Manager

Agilent Technologies, Wilmington DE

09/2024 - Present

- Managed customer collaborations by structuring and overseeing business division's efforts and tracking progress ensuring key milestones were achieved
- Guided marketing team in driving impactful collaborations and reported regularly to leadership on successes and challenges
- Identified strategic collaboration areas across the business division and the company to expand customer-centric partnership opportunities
- Facilitated proposals for funding to support new collaborative initiatives.
- Served as the primary contact for high-value collaborations.

GC/MS Applications Scientist

Agilent Technologies, Wilmington DE

01/2018 - 09/2024

- Drove the commercialization strategy for GC/MS as a technical expert contributing to \$280M annual revenue
- Developed innovative GC/MS workflows to meet evolving customer demands
- Co-led field sales training and post-launch enablement programs for new products
- Maintained strong partnerships across divisions, championing a customer-focused vision to enable seamless workflows
- Collaborated with sales channels to develop and nurture strategic relationships with industry influencers and pivotal customers leveraging their success through co-marketing
- Enhanced customer engagement via implementation of a novel video app note format in collaboration with the Commercial Marketing team generating over \$1,500K in DG in a year
- Identified "Cementing Leadership in Applied Market" strategy based on insights from MSD 2.0 and LMAD+ initiatives and formulated multi-year strategic plan
- Led GC/MS applications roadmap development and prioritization, gathered competitive intelligence and effectively communicated findings for competitive positioning.

Graduate Research Assistant

University of North Dakota, Grand Forks, ND

2014 - 2017

- Developed lignomics method suite for comprehensive lignin analysis, integrating LC/HRMS, GC/MS, and SEC to detect both low and high molecular weight species and assess renewable biofuel potential in synthetic and biopolymer conversions
- Supervised and mentored six undergraduate students in research projects on lignin and its transformation product characterization by GC/MS, LC/MS, and spectroscopy.

Awards and Honors

- LSAG Special Group Level Awards for Cross-Business Collaboration HydroInert Source for GC/MS (2023)
- Doctoral Dissertation Assistantship Award (ND EPSCoR). A merit-based \$50K grant providing a full support for 2 years of graduate studies (2016-2017)
- Dr. Ernest and Jennie Coon Graduate Teaching Award Scholarship (2017)
- Dr. Roland G. Severson Graduate Research Award Scholarship (2017)
- Certificates of excellence for promoting science and outreach at chemistry UND (2015, 2016, 2017)
- National Science Foundation Travel Award to ASMS Sanibel Conference (2015)
- American Chemical Society Young Investigator Travel Award to ACS National Meeting (2015)
- Certificate of distinction by SciFinder Future Leaders in Chemistry program (2015)
- Lomonosov Moscow State University graduation with honors *magna cum laude* (2014)

PUBLICATIONS

- 30 application notes
- 13 peer-reviewed publications
- 2 patents