



*Dr. Ivan Fedorenko*

- Ivan Fedorenko is an Assistant Professor of Marketing at CSUEB and Marketing expert at East Bay Small Business Development Center.
- His main specialty is Digital Marketing, Marketing Analytics and New Product Launch.
- Ivan advises businesses on how to capitalize on marketing technology including Google Ads, Google Analytics, Hubspot CRM and Salesforce Social Studio.
- Before his academic career, Ivan Fedorenko worked for 10+ years as a Marketing Research Manager and Marketing Analyst primarily in Transportation and Logistics industry.
- Ivan's native languages are Russian and Ukrainian, also he tries to speak Spanish (muy mal).