

**PERSONAL
INFORMATION**Name **Kateryna Zvierieva**E-mail zvereva.pr@gmail.comWebsite sapienza.mediaORCID [0009-0004-0640-2702](https://orcid.org/0009-0004-0640-2702)Date of birth /
Nationality 15 November 1987 | Ukrainian**CURRENT
EMPLOYMENT /
OCCUPATIONAL
FIELD**

Current appointments **Assistant, Department of Marketing and Logistics, Faculty of Economics and Management, Sumy National Agrarian University (0.25 FTE)**
PhD Candidate in Management (specialty 073), Sumy National Agrarian University
Founder and Director, Sapienza.media

Fields Management; sustainable agrifood systems; organisational and value-chain resilience; post-war recovery; innovation ecosystems; food security; soil restoration; agricultural marketing and communication.

**ACADEMIC
PROFILE**

Profile Management researcher, university lecturer and international agrifood consultant with more than 14 years of experience across academia, international development, industry associations, entrepreneurship and public administration. Research focuses on sustainable management of agrifood enterprises and value chains under war and climate shocks, organisational resilience, post-war recovery, sustainable business models, innovation ecosystems, food security and soil restoration. Combines applied market and value-chain research with multi-stakeholder engagement, knowledge transfer and scientific communication.

WORK EXPERIENCE

-
- 09/2026–present **Assistant, Department of Marketing and Logistics**
Sumy National Agrarian University | Sumy, Ukraine / hybrid
- Teaching Branding; Green Marketing and Circular Economy; New Media in Marketing; and Public Relations.
 - Conducting research on sustainable management and resilience of Ukrainian agrifood enterprises and value chains.
-
- 2026–present **Development and Communications Director**
Ukrainian Fruit and Vegetable Association | Ukraine / international
- Developing partnerships, sector communication and international visibility for the fruit and vegetable industry.
-
- 03/2026–06/2026 **Communication & Strategic Partnerships Manager / Project Manager**
Affidia Srl SB — FoodRevolution 2026 | Venice–Mestre, Italy
- Managed communication and international cooperation for the conference on sustainable food-system transformation (11–13 May 2026).
 - Coordinated institutions, universities, researchers, associations, companies and media; the event brought together 200+ participants and generated 50+ media publications.
-
- 12/2024–01/2026 **Consultant — Communication, Knowledge Transfer and Stakeholder Engagement**
EBRD project 'Ukraine: Digital Knowledge Management and Skills Transfer in the Private Sector' | Ukraine / international
- Designed and implemented communication for the AgriAcademy digital learning programme.
 - Organised webinars, workshops and partner events; produced multilingual learning, video and visual content for knowledge transfer.
-
- 02/2018–12/2025 **Market Information Specialist and International Consultant**
Food and Agriculture Organization of the United Nations (FAO) — FAO/EBRD projects | Eastern Europe, Caucasus, Central Asia and North Africa
- Supported 60+ international conferences, visibility campaigns and capacity-building initiatives; helped organise 30+ agricultural conferences and 50+ training courses and webinars.
 - Analysed fruit and vegetable markets, value chains and distribution systems in Ukraine, Georgia, Moldova, Tajikistan, Uzbekistan, Egypt and Morocco.
 - Promoted digital horticulture, resource-efficient post-harvest practices, sustainable logistics and climate-smart solutions; supported international missions, study tours and B2B cooperation.
-

08/2018–present	Founder and Director <i>Sapienza.media — agrimarketing, communication and media agency Ukraine / Italy / international</i> • Leads strategy and editorial work for professional platforms including EastFruit, SEEDS and Agri-gator. • Authored 500+ professional articles, analyses and interviews on sustainable agriculture, horticulture, climate resilience, soil, trade and food-system transformation. • Delivers market research, territorial promotion and multi-stakeholder communication for agrifood businesses, associations and institutions.
2024–present	Co-founder and Project Lead <i>AgRE — soil restoration technology Ukraine / European Union</i> • Developing a solution for restoration of degraded and war-contaminated soils and their safe return to agricultural production. • Winner, EIT Jumpstarter 2024 — 1st place in the Rebuild Ukraine category.
07/2024–12/2024	PR and Marketing Manager — EIT Food RIS Fellowship <i>FreshSens European Union</i> • Supported market positioning, stakeholder outreach and communication for an agrifood innovation venture.
09/2018–02/2025	Development Director (voluntary) <i>Ukrainian Horticultural Association Kyiv, Ukraine</i> • Coordinated partnerships, professional events and communication to support competitive and sustainable horticulture.
2023–2024	Guest Lecturer / Invited Speaker <i>University of Bologna and University of Foggia Italy</i> • Delivered seminars for master's and doctoral students on food security, sustainability, climate change, environmental contamination and the effects of war on soils and food systems.
11/2022–04/2023	Business Development Fellow <i>Mimica — food-waste reduction technology London, United Kingdom</i> • Conducted market research on food waste and sustainable packaging; identified customer needs and developed marketing materials.
09/2016–12/2020	Chief Marketing Officer <i>BIOsens — agrifood technology start-up Kyiv, Ukraine</i> • Led positioning, communication and stakeholder networking within the agritech, IoT, start-up and investment ecosystem.
09/2012–02/2014	University Lecturer <i>Vasyl Stus Donetsk National University Donetsk, Ukraine</i> • Teaching and research in communication, journalism and marketing.
05/2011–09/2014	Head of Information Strategies and Regional Initiatives <i>Donetsk Regional State Administration — Information Policy Department Donetsk, Ukraine</i> • Managed public-information projects and supported institutional relations and regional initiatives.

EDUCATION AND TRAINING

2023–present	PhD Candidate in Management (specialty 073) <i>Sumy National Agrarian University, Ukraine</i> Research on sustainable management and post-war recovery of agrifood enterprises and value chains; mitigation of war impacts on soil, water and food systems; governance and stakeholder engagement.
2023–2025	MSc Sustainable Agriculture and Food Security — with Distinction <i>Royal Agricultural University, United Kingdom</i> Dissertation: ‘Sustainable Agriculture Strategies in Armed Conflict Zones for the Impact Mitigation on Food Security’ (2025, 44 pp.).
2018–2019	Agri-Food MBA <i>Kyiv-Mohyla Business School, Ukraine</i> Strategy, management and development of agrifood enterprises.
2021	Food System Transformation Programme <i>Wageningen University & Research, the Netherlands</i> Food-system transformation, innovation and sustainability.
2018	Executive Agri-Food Programme <i>Wageningen University & Research, the Netherlands</i> Executive programme on agrifood value chains.
2018	Executive Agri-Food Summer Programme <i>University of Alberta, Canada</i> International agribusiness development and leadership.
2005–2010	Master’s degree in Social Communications and Journalism <i>Vasyl Stus Donetsk National University, Ukraine</i> Communication, media, journalism and social research.

PERSONAL SKILLS AND COMPETENCES

Languages

Language	Listening	Reading	Spoken interaction	Spoken production	Writing
Ukrainian	Native	Native	Native	Native	Native
Russian	C2	C2	C2	C2	C2
English	C1	C1	C1	C1	C1
Italian	B2	B2	B2	B1	B2

CEFR self-assessment levels.

Research methods	Qualitative case studies; semi-structured interviews; structured surveys; comparative analysis; market and value-chain analysis; stakeholder and network mapping; literature review; synthesis of policy and industry evidence.
------------------	---

Teaching competences	Course design; lectures and seminars; interdisciplinary teaching; case-based learning; supervision and feedback; facilitation of professional and academic discussions.
Project and stakeholder management	International cooperation; multi-stakeholder facilitation; conference and mission organisation; capacity building; knowledge transfer; partnership development; monitoring of outputs and communication results.
Communication competences	Scientific and institutional communication; media relations; agrimarketing; territorial branding; multilingual content production; translation of technical evidence for decision-makers, businesses, producers and communities.
Digital competences	Microsoft Office; CRM and project-management tools; web and content management; social media; multimedia content; data visualisation; AI-assisted research and communication workflows.

SCIENTIFIC RESEARCH TOPIC AND PUBLICATIONS

Current research topic	Sustainable management and organisational resilience of agrifood enterprises and value chains in Ukraine's post-war recovery, with emphasis on war and climate shocks, sustainable business models, innovation ecosystems, soil restoration, food security, stakeholder governance and European integration.
Peer-reviewed articles	2 published journal articles
2026	Zvierieva, K. 'Theoretical Analysis of Management Mechanisms in Agribusiness under Conditions of Crises and Challenges.' <i>Current Problems of Sustainable Development</i> , 3(3), 89–95. DOI: 10.60022/3(3)-11S.
2026	Zvierieva, K. O. 'Methodological Approaches to Assessing Sustainable Development Management in the Agricultural Sector' [in Ukrainian]. <i>Aktualni pytannia ekonomichnykh nauk</i> , 20. DOI: 10.5281/zenodo.18928973.
Conference proceedings	Selected scientific contributions
2026	Zvierieva, K. 'Sustainable Management of the Competitiveness of Ukraine's Fruit and Vegetable Business under War and Climate Risks' [in Ukrainian]. <i>Proceedings of the International Scientific-Practical Conference 'Marketing and Competitiveness of Socio-Economic Systems in the Conditions of Sustainable Development'</i> , Sumy, 20–21 May 2026, pp. 15–17.
2024	
Master's dissertation	Zvierieva, K. (2025). 'Sustainable Agriculture Strategies in Armed Conflict Zones for the Impact Mitigation on Food Security.' MSc dissertation, Royal Agricultural University, 44 pp.

Professional publications	Author of 500+ articles, analyses, interviews and professional contributions on sustainable agriculture, climate resilience, agrifood markets, horticulture, food security, soil health and food-system transformation. Selected outlets: Agricoltura.it, Forbes Ukraine, Interfax-Ukraine, Ekonomichna Pravda, EastFruit, SEEDS, Agri-gator and other national and international specialist media. Selected territorial reporting: ‘Italian sweet cherry season 2026: in the Euganean Hills, local fruit becomes a story of climate, identity and agrimarketing’ (EastFruit, 10 June 2026); Italian version in Cherry Times (16 June 2026); feature on the Euganean Hills jujube, Arquà Petrarca and its export potential (EastFruit, 1 November 2023).
---------------------------	---

TEACHING AND ACADEMIC ENGAGEMENT

- | | |
|---------------------|---|
| University teaching | <ul style="list-style-type: none"> • Sumy National Agrarian University (2026–present): Branding; Green Marketing and Circular Economy; New Media in Marketing; Public Relations. • University of Bologna and University of Foggia (2023–2024): invited lectures for master’s and doctoral students on food security, sustainability, climate change, environmental contamination and war impacts on food systems. • Vasyl Stus Donetsk National University (2012–2014): communication, journalism and marketing. |
|---------------------|---|

- | | |
|------------------------------------|--|
| Conferences and knowledge exchange | <ul style="list-style-type: none"> • Presenter, International Scientific-Practical Conference ‘Marketing and Competitiveness of Socio-Economic Systems in the Conditions of Sustainable Development’, Sumy, 20–21 May 2026. • Communication and strategic partnerships lead for FoodRevolution 2026, Venice–Mestre, 11–13 May 2026. • Regular speaker, moderator and organiser of international conferences, courses, webinars and professional seminars on agrifood sustainability, trade, food security and the impacts of climate change and armed conflict. |
|------------------------------------|--|

SELECTED RESEARCH, INNOVATION AND DEVELOPMENT PROJECTS

- | | |
|--------------|--|
| 2025–present | <p>Resilient agrifood enterprises and value chains in Ukraine</p> <p>Doctoral research on sustainable management, organisational resilience and post-war recovery, including war- and climate-related risks, governance and innovation.</p> |
| 2024–present | <p>AgRE — soil restoration technology</p> <p>Co-founder and project lead; technology concept for restoring degraded and war-contaminated agricultural soils. EIT Jumpstarter 2024 winner, Rebuild Ukraine category.</p> |

2024–2026	AgriAcademy / EBRD knowledge-transfer programme Communication, stakeholder engagement and digital learning for the Ukrainian private agrifood sector.
2018–2025	FAO/EBRD agrifood market development and knowledge transfer Regional market and value-chain research, capacity building, international cooperation and dissemination across Eastern Europe, the Caucasus, Central Asia and North Africa.
2018–present	Sapienza.media / EastFruit / SEEDS / Agri-gator Research communication, market intelligence, professional media and agrifood stakeholder networks.
Community initiative	WE.AGRI Co-founder of a professional community supporting women’s entrepreneurship and sustainable agrifood development; organised 10+ meetings, seminars and networking events.

HONOURS AND DISTINCTIONS

2024	EIT Jumpstarter — 1st Place, Rebuild Ukraine category Awarded to AgRE for innovation and potential impact on agricultural resilience and soil restoration.
2020	Top-20 Women in Ukrainian Agribusiness — 16th place National ranking recognising influence and contribution to the agrifood sector.

PROFESSIONAL CONTRIBUTION AND ADDITIONAL INFORMATION

Ecosystem development	Initiator and promoter of a memorandum of cooperation among universities, research communities, agrifood businesses, associations, investors and media to strengthen Ukraine’s agrifood innovation ecosystem.
-----------------------	---