

Helena Fenikova Allman

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EDUCATION

Ph.D. in Business Administration, Marketing Emphasis, Expected May 2011
Moore School of Business, University of South Carolina, Columbia, South Carolina

Master of International Business Studies (MIBS), 2003
GPA: 3.9
Moore School of Business, University of South Carolina, Columbia, South Carolina

Bachelor of Science in Business Administration (B.S.), 2000
Moore School of Business, University of South Carolina, Columbia, South Carolina
Cum Laude
GPA: 3.6
Major: Finance

RESEARCH INTERESTS

Marketing Strategy, International Marketing

PROFESSIONAL AFFILIATIONS

American Marketing Association

WORK EXPERIENCE

International marketing and sales, new products development, export-import, international business logistics and pricing, real estate, retail management, travel and tourism service products development, entrepreneurship.

LANGUAGES

English - fluent, Slovak - native, Czech - reads fluently, Russian - basic, German - basic, Spanish - elementary