



Oksana Aulchenkova is owner and CEO of NEXTEP Group, 360<sup>®</sup> Communication Agency that creates brand communication campaigns, designs incentive and loyalty programs and offers market research services and mystery shopping. For over 5 years Oksana has been an active member of MSPA EU Board of Directors, working on different positions and being a President of MSPA EU. She has 15 years of business management experience and is a successful customer experience consultant. Oksana holds university degrees in Linguistics, Practical Psychology and is an Executive Master of Business Administration.