



KONTINENT

media group

ALEKSANDRA EFIMOVA GRADUATES FROM HARVARD BUSINESS SCHOOL

CHICAGO BUSINESSWOMAN JOINS ELITE NETWORK OF ALUMNI EXECUTIVES FROM AROUND THE WORLD.

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CHICAGO, IL – Chicago businesswoman Aleksandra Efimova has completed a three-year Executive Education course of study at Harvard Business School, graduating on March 26, 2010.

Ms. Efimova is the founder and President of Russian Pointe, Inc., founder and President of Russian Foundation of Chicago and owner of Russian Pointe Dance Boutique on North Michigan Avenue.

Established over 40 years ago, the Owner/President Management Program (OPM) is a rigorous, three-year Executive Education program. For admission, an executive is expected to hold a major stake in his or her company, and have at least ten years of management experience. Participants are owners and CEOs or COOs of a diverse range of organizations from around the world, with annual sales ranging from five million to several hundred million dollars.

OPM focuses on the frameworks, technology and strategic tools essential for success in today's challenging global business environment.

"We weren't learning the right answers. Instead, we learned how to ask the right questions," Ms. Efimova summed up her experience at Harvard. "We worked on defining the vision and strategy of our companies, with a focus on creating value and examining the difference our companies' contributions make in people's lives."

Ms. Efimova looks forward to putting new insights to work as she develops her existing businesses, and shares knowledge and skills with other businesspeople. For example, Russian Pointe has a unique educational program for its retailers, who are small-business owners (primarily women). "Through our products, service and continuing education, we are in a position to make a real difference in our retailers' lives, as well as the lives of the dancers who choose our products," said Ms. Efimova.

She also expects her learning to enrich the operations of Russian Pointe Dance Boutique, in Chicago and online, and the development of Russian Foundation of Chicago, and has plans for a new enterprise in artistic education.

"I'm proud to bring my Harvard experience back to Chicago, and honored to be able to share it with others," she added.

BACKGROUND INFORMATION

Harvard Business School

Founded in 1908 as part of Harvard University, Harvard Business School is located in Boston and offers full-time programs leading to the MBA and doctoral degrees, as well as more than 50 Executive Education programs. With a faculty of over 200 distinguished scholars, the School is dedicated to educating leaders who make a difference in the world. Its core focus is to shape the practice of business, build enduring knowledge and effectively communicate important ideas to meet the challenges and opportunities of the twenty-first century.

Harvard Business School: <http://www.hbs.edu>

Owner/President Management Program: <http://www.exed.hbs.edu/programs/opm>

Aleksandra Efimova

Ms. Efimova's early education in Russia included a six-year course of study at St. Petersburg's Hermitage State Museum Art School. She attended high school and college in Michigan and founded her first company while a senior in college. Ms. Efimova is founder and President of Russian Pointe, Inc., owner of Russian Pointe Dance Boutique and founder and President of the non-profit Russian Foundation of Chicago. Her work is dedicated to sharing access to and enjoyment of the arts, and to building bridges among people of different cultures, particularly in educational, artistic and business spheres.

<http://www.efimova.com>