

ILCG AFFILIATE CONSULTANT

Oksana Zheleznova

Growth & strategic communications

Making complex offerings clearer through market insight, credible storytelling, and strategic partnerships.



Oksana brings more than 15 years of international experience across climate technology, software, biotechnology, and impact-driven organizations. Her consulting work connects business strategy, stakeholder engagement, and clear communication. Through ILCG, she helps clients clarify their value, align internal teams, and connect with priority audiences. Her approach combines market research and stakeholder interviews with practical messaging, content, and partnership development across markets.

AREAS OF EXPERTISE

- Positioning & go-to-market strategy
- Strategic messaging & storytelling
- B2B partnership development
- Content strategy & thought leadership
- Audience research & discoverability

EDUCATION & CREDENTIALS

Master's degree, Marketing
Plekhanov Russian University of
Economics

Languages: English, Spanish, Russian

SELECTED PRIOR EXPERIENCE

Climate technology growth

Developed research-informed content strategy, brand positioning, and institutional partnerships for a climate-technology marketplace.

Organizational narrative

Used stakeholder interviews and organizational research to shape a brand platform, communications strategy, and website narrative for a Netherlands-based organization.

HOW WE CAN SUPPORT YOUR WORK

- Positioning and messaging frameworks for complex services and offerings.
- Thought-leadership and content plans tailored to priority audiences.
- Partnership mapping and outreach narratives for technology and social impact.

Discuss a project with ILCG

Connect with our team to explore scope and fit.

info@ilcgconsulting.com