



Tamara Bobakova

Tamara is a Senior Consultant with Simon-Kucher & Partners, based in the Luxembourg office. She serves clients in the domain of strategy, marketing and pricing, focusing mainly on markets in Western and Central-Eastern Europe. Having spent most of 2013 on a work placement in Tokyo has expended her focus to the Japanese and Asian markets as well.

Tamara holds Masters degrees in international relations and management from the London School of Economics and Sciences-Po Paris. She completed her undergraduate degree at the University of Pennsylvania in Philadelphia.

Her academic as well as practical interest in Hidden Champions dates back to when she joined Simon-Kucher in 2010, and was sparked in a conversation with the company founder, Prof. Hermann Simon. For the project Hidden Champions in CEE and Turkey Tamara has researched Hidden Champion companies in her native Slovakia.