

**Company:** Reputation House Marketing Management LLC

**Company Description:** Reputation House is a global leader in online reputation management, known for its innovative use of AI and digital tools. The company offers businesses and individuals full-service solutions in digital PR, SERM, analytics, and reputation protection. With a strong track record, it serves clients across industries in the UAE and worldwide.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Female Executive of the Year – Business Services –11 to 2,500 Employees

**Nomination Title:** Kristina Shinkareva



1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

**Achievements of Reputation House under Miss Shinkareva:**

- o The company's revenue has rocketed by 300%, reaching \$4.1 million in 2024. In 2023, the annual revenue reached \$1.3 million - this growth is explained by our rapid market expansion and the technological solutions we offer.
- o Reputation House became the multiple winner of 2025 Stevie® (ABA)
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- o Company received the 2024 Globee® Award for Customer Insights Achievement.
- o At Africa FinTechForum, Reputation House became Best Data Analytics Platform and Most Innovative Customer Service Technology of the Year.
- o At the World Outlook Business Award, Reputation House got two trophies: The Best One-stop Online Reputation Management Solutions Provider UAE and The Most Trusted Online Reputation Agency UAE.
- o Reputation House received The Global Recognition Award 2024 for achievements in the Industry.
- o The company is recognized as the Best Tech Solutions Provider at Tech Innovation Awards 2023.
- o The company launched the Reputation House Scan. A powerful monitoring platform that tracks brand mentions across the web, evaluates the sentiment behind each comment, identifies sources and risks.
- o The company launched Account Control Center – brand-new solution for managing online engagement for brands practicing guerrilla marketing.
- o Reputation House introduced Reputation Check — a monitoring platform to track overall online reputation for businesses and individuals.
- o The company organized the Real Estate Reputation Awards in the UAE.
- o The company began utilizing our sentiment technology to gather online users' opinions on various social, political, and economic events – a brand-new technology in the industry.

2. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 54 words used.**

Here is the list of press materials that support the achievements:

- o <https://techbullion.com/this-woman-is-reshaping-the-middle-eastern-tech-interview-with-kristina-shinkareva/>
- o <https://reputation.house/news/tpost/k20s3fdzy1-kristina-shinkareva-pioneering-the-middl>
- o <https://www.zawya.com/en/press-release/companies-news/five-international-awards-establish-dubai-based-firm-as-uaes-most-titled-reputation-agency-j67ebbxu>
- o <https://mid-east.info/reputation-house-presents-a-revolutionary-solution-for-business-reputation/>
- o <https://www.khaleejtimes.com/kt-network/dubais-tech-firm-awarded-in-us-for-best-use-of-ai>
- o <https://www.zawya.com/en/press-release/companies-news/reputation-house-achieves-15mln-aed-revenue-for-fy2024-secures-300-growth-within-a-year-ssu1r8w6>
- o <https://ceoweekly.com/reputation-house-online-reputation-management-across-mena/>
- o <https://www.traveldailynews.com/technology/travel-sector-can-control-its-digital-presence-with-modern-solutions-from-reputation-house/>
- o <https://ventsmagazine.com/2024/05/11/this-app-helps-independent-artists-manage-online-reputation/>
- o <https://www.benzinga.com/content/43882495/reputation-house-presents-top-real-estate-developers-of-2024-in-dubai-ranked-by-online-image>
- o <https://www.zawya.com/en/press-release/companies-news/dubai-based-tech-firm-won-prestigious-business-award-in-the-usa-ewhl804k>
- o <https://www.biztoday.news/2024/12/10/business-reputation-becomes-the-key-digital-asset-today-dima-raketa/>

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

5. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 192 words used.**

Kristina Shikareva serves as the Chief Operating Officer of [Reputation House](#), an IT-company specializing in online reputation management and tech solutions. Kristina manages operational strategy and client service development across the Middle East and other target regions (United States, North and Central Africa, Asia Pacific), ensuring that the company's standards of excellence in online reputation solutions are consistently developed and scaled. At Reputation House, she has built the customer service department from the ground up and now continues to push process optimization and team growth.

Kristina started her career in the marketing field and has worked with major global brands like L'Oréal, Sberbank, MTS, AliExpress, Bonduelle, and Brown-Forman. Her educational background in business and marketing helped her with an early exposure to brand strategy, customer experience, and public perception — all of which naturally transformed into a strong focus on reputation management.

Known for her leadership style focused on empathy, adaptability, and high personal standards, Kristina views team development as an iterative process — something like working with an IT-product. She advocates for sustainable management practices and believes that emotional intelligence, structure, and flexibility are the main factors when developing a business.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 216 words used.**

In less than two years, Reputation House has become a powerful international player in the reputation management market, posing strong competition to long-established industry leaders. This rapid rise has been made possible through effective leadership and the professional management of its top executive team, where Chief Operating Officer Kristina Shikareva plays a leading role.

Kristina began her journey at Reputation House as an Account Director, where she built the client department and its processes from the ground up, establishing the company's service standards. Today, as COO, she oversees operational strategy, team performance, and business development in the Middle East. She believes in flexible leadership, the power of empathy, and a product-driven approach to team building. Thanks to her leadership, Reputation House became the most awarded reputation management firm in the UAE in 2024.

At the beginning of 2025, under her direction, the company embarked on a major technological transformation: four IT projects were launched simultaneously, focusing on SaaS solutions in the reputation management space, and the company began a global internal transition—from an agency model to a fully-fledged technology company with patented products dedicated to reputation management.

Through her leadership, Kristina actively inspires other women to engage in entrepreneurship and is committed to improving workplace conditions for women leading international projects under the Reputation House umbrella.

## Attachments/Videos/Links:

[Kristina Shinkareva](#)

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