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Russia & CIS



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Greeting



Dear colleagues,

Thank you for taking a moment for reading this newsletter – unfortunately today's tough market situation in some countries leaves us very little time for such matters! We hope the information that you find here will be worth all the time invested!

Despite all the uncertainties, Russia still shows some positive growth: GDP for 2013 is still expected to be around 2%, though not the reaching the ambitious 4% forecasted at the beginning of the year.

Russian consumers continue to prove their appreciation of high quality products and are ready to pay (and are paying) premium prices. For example: every second Audi sold in Russia is of Q-range and the "Big Three" German car manufacturers experience 14% to 20% sales increase despite recent slow-down for the rest of the industry.

In 2012, Germany remained the most important business partner for the Russian Federation with a total of € 8,8 billion in direct investments. We see this trend as a very positive sign and a strong motivator for intensifying our business development activities. By 2013, a total of 5,200 German companies have already been operating in Russia – quite a challenging figure given the fact that Kienbaum had roughly served only 50 since its presence in this market.

As many of you probably know, there were some changes in our Moscow team. I would like to introduce Anna Antonovsky as our new consultant and Elena Trayanovich as an associate, together they bring a combined 23 years of experience in HR management and executive search consulting. Please see our team's full credentials in the Team section.

It is our ambition to introduce on the Russian market the entire portfolio of Kienbaum services – only this integrated approach will allow to differentiate us from the competition and ensure a much stronger positioning where the Kienbaum name has not yet gained its full credibility. The initial efforts have already been rather successful – please read more details in the News section on our first two pitches, won together with KMC colleagues.

We are greatly looking forward to every opportunity by developing cross-border business and encourage you to talk about Russia and CIS with your clients. It is worth the effort because many companies already have operations in this part of the world and may require our assistance or advice!

Sincerely yours,

Anton Storozhenko
Managing Director Kienbaum Russia & CIS

Team

Currently there are five colleagues working at the Kienbaum Office in Moscow:

From left to right:

Anna Antonovsky (Consultant),
Evgeniya Lisovskaya
(Operations Manager),
Elena Trayanovich (Associate),
Anton Storozhenko (Managing Director),
Maria Ivantsova (Associate)



Competencies of the team

Anton Storozhenko

Managing Director Russia & CIS



- » **Anton** has over 17 years of experience in executive search consulting for multinational and Russian corporations across various functions and industries, including consumer electronics, FMCG, media and life sciences. Prior to joining Kienbaum in 2012 he was a co-founding partner of Amrop Group in Russia. Anton also supervised the operations of Amrop Group office in the Ukraine.
- » Anton Storozhenko has an honors MD diploma from Russian Peoples' Friendship University. He speaks English fluently.
- » Anton is a father of three children and a keen fisherman.

Anna Antonovsky

Consultant



- » **Anna** has over 13 years of experience in executive search consulting. She has performed search assignments for clients in financial services, professional services and B2B sectors recruiting for senior management positions in Operations, Sales, Marketing, Finance, HR and Manufacturing functions.
 - » Anna graduated from Moscow State Teacher's Training University majoring in English and Spanish. She also has a CIPD certificate from Nottingham Trent University.
 - » She enjoys spending time with her husband and two sons, traveling and visiting art galleries.
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Elena Trayanovich

Associate



- » **Elena** brings a total of 10 years of professional experience in recruitment area, including with leading commercial banks.
 - » She graduated from Tula State University with a MSc. degree in Linguistics (German & English languages) and speaks English and German fluently.
 - » Elena performs research responsible for the assignments of Moscow office, primarily within finance and operation functions
 - » She raises twins, enjoys baking and spending time with her family.
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Evgeniya Lisovskaya, MA

Operations Manager



- » **Evgeniya** is the Moscow office's main weapon in its eternal struggle with bureaucratic red tape. In addition to keeping the office afloat, Evgeniya is involved in communication with clients and candidates as well as media relations.
 - » Evgeniya holds a Master of Arts degree in Intercultural Communication and European Studies from the University of Fulda. Besides her native Russian she speaks English and German fluently.
 - » Evgeniya enjoys dancing Argentinean tango and learning Spanish.
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Maria Ivantsova

Associate



- » **Maria** graduated from the Moscow State Linguistic University and joined Kienbaum in 2011.
- » She is responsible for the wide range of research activities in connection with the executive search projects handled by the Moscow team.
- » Maria speaks fluent English.
- » She loves music and cooking.

Selected Recent Placements

Automotive

- » General Manager, European automotive industry supplier
 - » Country CFO, global player in engineering and production of automotive solutions
 - » HR Director, leading global development partner for the automotive and engine industry
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Manufacturing and Engineering

- » Senior Sales Manager, world market and technology leader for compounding & extrusion
 - » General Manager (Ukraine), worldwide market leader in the belting industry
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Internet, FMCG, NGOs

- » Project Manager, a world market leader for office goods
 - » Head of Representative Office, German NGO
 - » Business Development Manager, European full-service E-commerce solutions provider
 - » Project Director, Russian Fashion Market Leader
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News

New Colleagues, New Office, New Energy



The Russian branch of Kienbaum has seen a lot of changes in the past 12 months. Not only did we welcome a new managing director and two executive search professionals joining the company, we also moved to a new office in Class-A Regus Business Center. Now we are conveniently located in a close vicinity of the City Center and enjoy a great connection to the city transportation system and all international airports. Our neighbors are such names as PwC, McKinsey and Deloitte. All this, together with a good choice of 4 and 5-star hotels nearby allows serving our clients and candidates in the most efficient way.

First Success in Moving Forward Management

Consulting in Russia



Moscow office is actively supporting the introduction of the full Kienbaum service portfolio to the Russian market. In the first 5 months of 2013, 2 management consulting projects were awarded to the teams of Mr. Ulrich Bay (development of a new fashion retail format) and Mr. Robert Ferstl and Dr. Elmar Sauerwein (strategy development for a Russian plastics molding manufacturer). Both projects have significant potential to grow into much larger assignments later this year. At least 2 more potential clients are in the pipeline, so we are hopeful that you will hear more positive news in the nearest future!

Cooperation Goes On: Compensation Consulting presented in Moscow

**Harvard
Business
Review**

In April 2013, Kienbaum Russia sponsored the annual Harvard Business Review HR Club event in Moscow.

Harvard Business Review is one of the world's most authoritative publications about management. Founded at the Harvard School of Business in 1922, the magazine serves as a source of ideas and solutions for contemporary business leaders. Its readers are top-managers and CEOs - the intellectual business elite responsible for strategic decisions. It is published in Russia since 2004 and has a very high ranking.

HR-Club of HBR Russia is a networking platform for senior HR executives from the leading international and Russian companies.



Our 2 colleagues from the Frankfurt office (Dr. Julia Leidl and Ms. Marina Protasova) attended this event and presented to the participants the advantages of the Kienbaum Compensation Portal, promoting Compensation Consulting services that had not been introduced to the Russian market so far.

Recent Success Story



Our office is proud to report that we've recently completed two executive search projects for E.On Russia. With these placements (Head of Decentralized Generation Department and Business Development Manager, both direct reports to the Country CEO) E.On Russia is now able to start a completely new business unit for energy efficiency advice, on-site energy generation systems and equipment, as well as energy management and optimization solutions.

We hope that this successful start of our cooperation with E.On will lead to new assignments and will allow us to further strengthen Kienbaum's good reputation with its key global account in the Russian market.

Impressum



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