

Vadim YEFREMOV
Adjunct Professor, IAE, UNS



Contact Information

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Teaching Experience

Professor at GDBA Program, University of Nice, course of Managerial Accounting (2007 – 2009)

Professional Experience

PETER-SERVICE LLC

Managing Director EMEA, Interim Assignment, *Sophia Antipolis, France, July 2007 to present time*

- Managing short- to mid-term projects, which include directing operations in Europe, Middle East & Africa for an IT/Customer Care and Billing Company with yearly turnover of Euro 150 mln, carrying P&L responsibilities, overseeing finances, administration, human resources, sales, and marketing areas. Opened a number of offices in Europe, lead company's efforts in acceleration of market share increase, as well as in building its international presence.

NOVATEL UKRAINE, a wholly owned subsidiary of Deutsche Telekom and Magyar Telecom
President and CEO, *Kiev, Ukraine, 2005 to 2007*

- Assumed full range of management, financial and operational responsibilities for starting-up and developing an alternative Telecom Operator in Ukraine, including registration of the company, receiving necessary operating licenses, setting-up the office, hiring staff, establishing financial reporting system and audit, overseeing the building-up of an overlay network, negotiating settlements, inter-connect charges and co-location places, communicating with Legislative Bodies and the Ministry of Telecommunications, acquiring and developing customer base within retail and wholesale market segments, leading M&A activities.

SOMERA COMMUNICATIONS Inc.

Managing Director, International, *Amsterdam, the Netherlands, 2002 to 2005*

- Oversaw Sales, Marketing and Operational activities for international divisions of Somera.
- Led quarterly growth in international Sales of 30 to 40%.
- Revenues of Somera's international organizations increased 150% yearly to US \$ 40 mln. in 2004.
- Managed development of new organizational structure, processes, strategy, directions and sales

tools to better address customers' needs in EMEA and Asia.

- Supervised a team of 32 international sales, sales support and customer services managers.
- Managed budgeting, forecasting and headcounts for the international organizations.

TRADER.COM INTERNATIONAL

Director Internet Europe, Sophia Antipolis, France, 2000 to 2002

- Overall responsibilities for building and developing Internet operations in Europe.
- Oversaw US \$ 80 mln. budget and supervised distributed organization of 150 employees.
- Led the funnel and managed Offer/Country reviews with Countries and Program Managers.
- Managed transfer of the content from the off- to the on-line business.
- Oversaw M&A activities and opening new offices in the regions.
- Coordinated launching, marketing and developing Internet Verticals in the countries.

LUCENT TECHNOLOGIES EMEA

Director, Business Development and Sales, ComSoftware BLG, Sophia Antipolis, France
Global Leadership Development Program Alumni, 1998 to 1999

- Managed business development and sales activities for Communications Software solutions, including Voice, Data and Convergent Networks Management Systems, Calling Centre Solutions, Voice Messaging, CRM, Billing Software, as well as IN and Softswitch Platform offerings.
 - Identified, qualified, selected and recruited partners, VARs and integrators for the countries.
 - Directly engaged in negotiating and closing contracts with various customers in the region.
 - Planned and achieved over 500% growth (from US \$ 4 to \$ 21.5 mln.) for FY2000 for the region.

Director, GSM Global Accounts, GSM CBU, Swindon, UK,

Global Leadership Development Program Participant, 1997 to 1998

- Oversaw all GSM Global Accounts activities in EMEA.
- Managed Executive level relationships with Global GSM operators in EMEA region.
- Managed direct and indirect sales channels on a Pan-European scale.

General Manager, EMEA, Public Terminals and Smart Cards BU, Hilversum, the Netherlands

Global Leadership Development Program Participant, 1996 to 1997

- Developed plan for strategic activities for year 1996 and beyond, implemented and tracked performance of the detailed marketing and business development strategies for regional markets.
 - Led teams working on integrated offers to customers in Spain, UK, Belgium, Poland, Russia e.t.c.
 - Within 1 year opened 18 new markets in EMEA region and exceeded US \$ 12.5 mln. revenues planned for year 1997. Directed Team in winning US \$ 60 mln. tender with TPSA in Poland.

AT&T NETWORK SYSTEMS INTERNATIONAL, *Hilversum, the Netherlands*

Manager, Marketing & Sales CT CEE, *GLDP participant, 1994 to 1996*

- Assumed full range of P&L responsibilities for the Russia East Accounts.
- In FY 1995 brought accounts to a US \$ 9.5 mln. target.

DEE & DEE Purchasing Inc., *New York, New York*

Manager, Retail Operations, *1992 to 1993*

- Conducted market research of the retail industry and opened 2 new locations in New York area.
- Co-ordinated the purchase, distribution and control of inventory.

NEW TECHNOLOGIES AND INFORMATICS INC., *Kiev, Ukraine*

Managing Director, International, *1990 to 1992*

Deputy General Manager, *1987 to 1990*

Chief Engineer, *1985 to 1987*

- Supervised international operations and distribution of unique enterprise software.
 - Oversaw opening and developing of Sales Channels nationally and internationally.
- Secured revenues in excess of US \$ 15 mln. in two years.

Education

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, California, July 1994

Master of Business Administration, International Business Education and Research Program.

KIEVSKY POLYTECHNICAL INSTITUTE, Kiev, Ukraine, June 1985

Master of Science in Mechanical Engineering, Diploma cum laude.

Additional Information

Member of Advisory Boards - advise various companies on sales and business development strategies, support companies in entering EMEA markets and growing market share.