

# Vitaly Podkopaev

**Date of Birth:** 21-June-1985

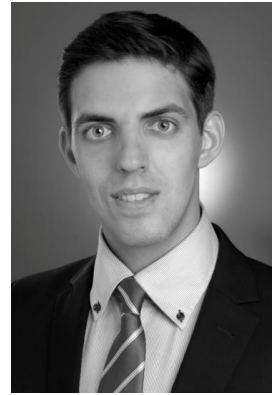
**Nationality:** Germany

**Marital Status:** Married

**Email:** vitaly.podkopaev@outlook.com

**Mobile:** +49 160 90264523

**Address:** Hoeningen Weg 116, 50969 Cologne, Germany



## Management Consultant & Commercial Strategy Expert

5 years experience in management consulting and commercial strategy with 30+ projects in Central and East Europe, Middle East, North Africa and Asia Pacific regions. Certified project management expertise with strong problem solving, analytical and leadership skills through strategic consulting projects and MBA program at IE Business School. Profound understanding of the Telecommunication/Technology ecosystem, specialized in corporate and commercial strategies, carrier/product launches, customer experience, strategic partnerships with technical focus on Mobile Broadband, Mobile Financial Services, Fixed-Mobile Convergence and B2B ICT services (Cloud, M2M). Comfortable working in a dynamic environment at all levels with excellent interpersonal and cross-cultural competences through living abroad and business development in CIS and SEA regions.

### Professional Experience

**Deutsche Telekom, Bonn, Germany**

**January 2016 – to date**

#### **Senior Expert Commercial Strategy & Steering Europe**

- Project Management role in a strategy implementation review project for the Integrated Network Strategy (INS) success within the European operations on HQ and subsidiary level
- Commercial and strategic allocation of resources for specific European subsidiaries
- Priorization of commercial transformational topics for the Group wide annual budgeting process
- Refinement and implementation of value KPIs to improve return on market invest and value add
- Assessment of subsidiary performance and market positioning compared to competition
- Implementation of Value Based Steering (VBS) for improved data monetization and CLV
- Identification of KPIs to improve omni-channel customer experience (CX) across main touch points

**Detecon Int. (Deutsche Telekom Group), Cologne, Germany**

**November 2011 – December 2015**

#### **Management Consultant Strategy, Innovation, Marketing, Sales**

- 30+ projects in strategic, commercial and technical domains in CEE, MENA and APAC regions
- Project Management and Commercial Stream Lead of an LTE strategy development and rollout plan. Development of a WiMAX to LTE migration strategy and product roadmap in MENA
- Delivered corporate and commercial strategies for incumbent operators in Russia / Kazakhstan
- Project Management of a B2B2C M2M proposition "In-Car-WiFi" for an automotive client
- Developed a corporate strategy and CDMA migration strategy for an incumbent fixed line operator
- Designed a marketing strategy and user interaction process model for a start-up in a corporate incubator
- Managed the development of a B2B2C digital authentication / secure identification proposition solution
- Development of a CAPEX efficiency tool with identification of 30% CAPEX reduction potential
- Co-created the commercial business plan and go-to-market strategy for an LTE greenfield operator
- From scratch development of an Operator-to-Operator Partner Program for a Telco client
- Conducted topic and business development in Mobile Financial Services in Russia and UAE

**Detecon Asia-Pacific, Bangkok, Thailand**  
**Office Secondment**

**March 2014 – June 2014**

- Prepared a tender offer for a post-merger integration plan for two major integrated Telcos in SEA
- Designed an LTE rollout strategy at one of the key operators in Malaysia
- Set up a tender pitch for a divestment of shares strategy for the incumbent operator in Nepal
- Performed a 3G proposition review and developed 4G value proposition for a top 3 operator in Thailand
- Managed an proposal preparation on "Wholesale Strategy" for one of the key operators in Indonesia

**Detecon CIS, Moscow, Russia**  
**Summer Trainee**

**June 2011 – September 2011**

- Developed tender proposals in commercial and technical domains for clients in Russia and Kazakhstan
- Project Management of a competitive analysis of the Telco consulting market in CIS countries
- Developed a market entry strategy for a IPTV and WiMAX proposition for a fixed line operator in Russia

**KPMG Advisory, Dusseldorf, Germany**  
**Trainee, Performance & Technology**

**January 2011 – March 2011**

**Education**

**IE Business School, Madrid, Spain**  
**Master of Business Administration (MBA)**

**September 2015 – December 2016**

**Ruhr-University of Bochum, Bochum, Germany**  
**Business Administration & Social Science**

**2005 – 2010**

**Université de Perpignan Via Domitia, Perpignan, France**  
**Exchange Semester**

**2008 – 2009**

**German Embassy School, Moscow, Russia**  
**A-Levels / German Abitur**

**1992 – 2005**

**Language Skills / Certifications**

English	Full Professional Proficiency
German	Native or Bilingual Proficiency
Russian	Native or Bilingual Proficiency
French	Limited Professional Proficiency
PRINCE2 Foundation Certificate (Project Management)	Since April 2015
PMI CAPM/PMP Certificate (Project Management)	Since July 2016
ITIL v.3 Foundation Certificate (IT Service Management)	Since May 2016
MS Office (Excel, Powerpoint, Word)	Advanced Level

**Interests**

Trends and strategies in the technology / telecom sector, Emerging Economies, OTTs, Digital Transformation, Internet Economy, Entrepreneurship, Literature, Sports (Running, Basketball, Squash, Muay Thai).

*T. Podkopaev*