# C:\Users\vlgra_000\Desktop\3_ispolnitelnyy_direktor_rbk_ukraina_vladislav_grankin_630x425.jpgVladyslav Grankin

Venture Investment Advisor/exCEO at Villacarte.com

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Summary

For 7 years have been bringing growth and profits to digital- and tech-focused businesses through focusing on constant Product and Pricing improvement (pivoting them if necessary). The other 2 "P's" (Placement and Promotion) organically followed. Core geographies I have expertise in: APAC, Eastern Europe, Russia. Key verticals: web-portals, e-commerce, adtech, vacation rentals, real-estate. Got used to be responsible for organizations' overall performance and PnL's bottom-line.

Experience

### Venture Investment Advisor at Villacarte.com

### February 2016 – Present (1 month) | Singapore

Moved to strategic Board role.

### CEO at Villacarte.com

May 2014 - Feb 2016 (1 year 10 months) | Thailand/Indonesia

Villacarte.com is a Phuket-based marketplace for villa sales and rentals which revolutionizes the way owners manage vacation villas and the way customers make vacation decisions. First of all, it is a community of vacation villa owners which provides the best possible pricing for users. Mission: helping vacation rental and sales markets in emerging countries go online and discover new opportunities for property owners.

Key achievements: 2x annual revenue growth through supply (new destinations) and demand (+15 nations) expansion along with tech and organizational overhaul.

### Product Launch Manager at ANEWS Ukraine

October 2013 - April 2014 (7 months)

ANEWS.com is a rapidly growing global news reader service with a built-in behavioral advertising network. It is a unique technological platform for news media to expand their traffic, get new users for free and increase their digital ad revenues. ANEWS.com gives each reader a consolidated, personalized view of news content from news agencies, newspapers, magazines, blogs and social networks.

### Chief Operating Officer at RBC Ukraine

July 2012 - April 2014 (1 year 10 months)

On-line media holding with 9M+ monthly visitors in Ukraine. Main projects: rbc.ua, utro.ua, pusk.ua, Anews.com (Ukraine). Key responsibilities: • All operational activities from Sourcing to Sales • Launching of new products and innovative decisions • Strategic business development • Direct reporting to the Board

* External communications, brand development Achievements: secured stable profits and cash-flow amid media market slowdown, decreased strategic dependence from big buying agencies, diversified digital products line-up.

### Growth Lead at Pusk.ua

July 2012 - April 2014 (1 year 10 months)

Biggest smart internet advertising network in Ukraine with 9M+ unique user reach. Achievements: within the adtech start-up managed to become a major revenue driver for media holding, allowing to diversify its product line-up and bring innovative digital marketing approaches to the country's market.

### Board Member at Internet Association of Ukraine

February 2013 - March 2014 (1 year 2 months)

The Ukrainian Internet Association (UIA) was founded in November 2000 with the aim of consolidating the efforts of all interested parties in developing Internet and digital services in [Ukraine. http://www.inau.org.ua](http://www.inau.org.ua/)

### Advisor at BizPhuket

October 2012 - December 2013 (1 year 3 months)

Helped the start-up team team on major business development issues: - establishing proper reporting and finance structure; - economic modelling and business planning; - market understanding, strategy and business concept; - mission, values and business goals; - sales and marketing.

### Product Launch Manager at Adinch Ukraine

December 2012 - June 2013 (7 months)

Adinch.com is RTB mobile advertising platform that displays ads in mobile applications and mobile websites.

### CFO at Euroholding Invest

October 2009 - July 2012 (2 years 10 months)

Holding company with companies in various industries: real estate, textile manufacturing, logistics, car tyres. Key functions: - aide to CEO in leading, inspiring & developing a 1000+ team, clarity of vision & values

- Developing & execute multi-channel go-to-market strategies - Disciplined commercial management of a

$40M assets, including aspects of IP protection - Creating deep & lasting relationships with B2B customers, investors and creditors, - Executing on strategic change initiatives.

### Project Manager at Eurobud Invest

June 2008 - October 2009 (1 year 5 months)

- Investor Relations; - Development of business-plans, feasibility studies; - Getting permissions and government approvals; - Control procedures and time/resource management

## Languages

**English** (Full professional proficiency)

**German** (Limited working proficiency)

**Russian** (Native or bilingual proficiency)

**Ukrainian** (Native or bilingual proficiency)

**Spanish** (Elementary proficiency)

## Skills & Expertise

**Business Development and Planning, Corporate Finance, Marketing, Communications, Business Strategy, Product launch and growth, Real Estate, Project Finance, Start-ups, Financial Reporting, Mergers & Acquisitions, Market Analysis, Digital Media, Digital Marketing, Digital Strategy**

Education

**Ukrainian Academy of Foreign Trade, Kyiv**

Master, International Economics, 2005 - 2010

## Interests

Playing tennis since childhood, business reading, together with my wife bringing up up our daughter amid restless traveling and adventures, positive thinker with a good sense of humor (at least my 1 year-old baby laughs at me all the time), like to get deep into technical challenges (know basics of PHP/HTML/CSS/SQL/ Java)