Mikhail M. Minkevich

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Summary:
- result-oriented business executive with extensive international experience;
- cross-industry and cross-functional background;
- proven results in building effective organizations;
- start-up and fundraising experience;
- comprehensive knowledge of the modern hi-tech landscape including in-depth understanding of various technologies and platforms, industry trends and operational issues of system engineering and product development;
- successful track record of crisis management and performance improvement;
- team player with well-developed communication skills;
- selected vertical expertise: Telecom, E&U, Automotive, Media.

Core competencies:
- General Management
- Complex C-level sales
- Strategic Marketing/Product Development
- Project Management (including M&A)

Career history:

LUXOFT	2003–

International software company – custom software development/IT consulting/outsourcing. Member of IBS Group (total 6000+ employees) (www.luxoft.com). Moscow(Russia).

VP, Technology Services
Responsible for running Product Engineering business unit focused on serving clients from technology intensive verticals: Telecom/NGNs, Energy & Utilities, Computer Software, New Media and Automotive. (1000+ employees, 9 development sites worldwide). Accountable for $50M+ P&L. Serves as a member of Executive Board and M&A Task Force. Selected telco related highlights:
- Development of enterprise and carrier grade products for fixed and mobile networks (Nortel, Avaya, Alcatel, smaller ISVs)
- Professional services for MSOs: development of custom solutions for network infrastructure, QoS, OSS/BSS, billing (T-Mobile, Orange, Teleglobe, Astelit, Swisscom)
- Development of IMS and SDP products (AePONA, Mobile Cohesion, Cybenix, Accuris, Openet)
- Deployment of mobile services in the multi-vendor environment for MSOs (SDP Alliance)
- Development and deployment of interactive TV applications (EBIF/OCAP, IPTV)
- Development and deployment of applications for mobile platforms

VP of Sales
Responsible for worldwide sales and business development activities as well as account management and client engagement functions for product-oriented LOBs (Product Engineering and Embedded Systems Groups) and emerging practices (Telecom, New Media). Coordination of business development and cross-selling efforts with other LoBs. Responsible for $45M+ annual revenue. Drives strategic marketing initiatives - development and introduction of new offerings to new and existing market segments. Evaluation of investment initiatives (new ventures, M&A). Serves as an Executive Board member.

Director of Business Development EMEA
Strategic planning of corporate business development, building up sales channels and partner network in EMEA/US/Russia, managing local partners and alliances, development of "go-to-market" strategies and concepts for emerging LOBs and core services, evaluation of investment initiatives (new ventures, M&A), executive level sales. Played an engagement manager role for new accounts.
- Two new LOBs (Product Engineering & Embedded Systems Groups) built up from scratch (from a concept to setting up a new organizational structure);
- Annual revenue from new business increased from zero to $20M+;

StarForce Technologies Ltd.   2002 – 2003
International software startup – DRM/copy protection/data security systems (50 employees) (www.star-force.com). Moscow (Russia).

Chief Executive Officer
Responsible for day-to-day operations in Moscow and San Francisco offices, strategic and operational planning, including development of new products and services, business development projects in Russia and worldwide, fundraising; accountable for P&L.
- The company broke even after 2 years in red;
- Product quality increased dramatically due to introduced process improvements;
- Two new products launched;
- Initial rounds of fundraising (negotiations with VCs and private equity funds, due diligence) successfully completed.

NOVOSOFT Inc.   2000 – 2002
International software company – custom software development/IT consulting/outsourcing (500+ employees) (www.novosoft-us.com). Novosibirsk/Austin(TX).

Vice-President Sales & Marketing
Responsible for strategic and operational planning and execution of sales and marketing activities, new business development and executive level sales to domestic and international customers, liaison with the academic community, company-wide organizational development initiatives. Served as an Executive Board member.
- Sales and marketing departments were built up from scratch (40+ FTE);
- The company successfully entered new markets (Japan, Russia, Germany);
- Achieved 10% revenue growth despite the post-dotcom market decline.

Project Manager
Software development/consulting projects for international and domestic customers (telecom network management systems (NMS), billing applications, workflow systems), R&D and internal BPR projects. Served as the head of Business Engineering Process Group and Global Steering Committee.
- Successfully turned around several collapsing large-scale projects;
- Implementation of a new production process under SEI SW-CMM completed;
- Several successful joint R&D projects with academic institutions completed.

Auktion24 Development   1999– 2000
Swiss dotcom start-up (acquired by richardo.de www.richardo.ch). Novosibirsk/Zurich.

Project Manager
Responsible for development and roll-out of an online auction site (C2C / B2C) in European region, managed the project team. Was in charge of the technical side of M&A activities (technical due diligence, technology and asset transfer, personnel re-badging)
- Launched the software development site in Novosibirsk (infrastructure, staffing, development process);
- The company was acquired by a major competitor (announced as one of the major e-commerce deals of the time in Switzerland).

LEGO Trading A/S   1997 – 1998
Leading construction toys manufacturer (www.lego.com). Moscow(Russia).

Regional Manager
Responsible for product distribution in the region of Siberia, execution of marketing plans and logistics support.

COCA-COLA MOLINO   1996 – 1997
Coca-Cola bottler (now Coca-Cola HBC Eurasia). Novosibirsk (Russia).

Area Sales Manager
Hired among the first employees, completed Coca-Cola University course in Northern Ireland.
Responsible for market research, route calculation and capacity planning, direct sales in
the designated area, wholesales & regional business development, led a sales team of 20+
employees

MIR Media Company   1995 – 1996
TV/radio company & advertising agency (www.tcm10.ru). Novosibirsk (Russia).

Managing Director of FM radio station
Responsible for day-to-day operations, marketing & PR strategy, talent selection and
training, accountable for P&L
- The station was acquired by a major broadcasting network

NONOLET JSC   1992 – 1994
Trading company (www.nonolet.ru). Novosibirsk(Russia).
Director of foreign trade department / Sales Manager

Institute of Information Systems   1990 – 1992
Novosibirsk(Russia)
System Engineer (microprocessor design)

Selected part-time assignments:
- Consulting projects for medium size enterprises (FMCG, consumer electronics), media and
consumption research projects as a freelance consultant;
- Co-authored "Marketing of software products" and "Software project management" courses
for the Department of Information Technologies of Novosibirsk State University
- Coordinated a number of joint R&D projects with academic institutions
- Participated in fundraising for several high-tech start-ups (process-oriented
manufacturing simulation software, telecom middleware, security apps)

Education:
- Advanced Certificate for Executives in Management, Innovation and Technology awarded by
  MIT Sloan School of Management (2010)
- Master of Computer Science awarded by **Novosibirsk State Technical University** (1992)
  Major: computer engineering;
  Minor: system analysis and decision making

Additional information:
- Extensive IT/hi-tech background, including knowledge of a variety of emerging,
  contemporary and legacy hardware and software platforms, technologies, industry
  standards, protocols and tools.
- Good understanding of Product Lifecycle Management, development methodologies, practices
  and standards (Agile, RUP, CMM, Spice, DO-178)
- Selected areas of vertical expertise:
    - Energy & Utilities (smart grid, demand-response, AMI/AMR, T&D)
    - Automotive (Infotainment, Telematics, Connectivity)
    - Telecom (converged networks)
    - New Media (IP-, Cable-, Connected TV, OTT, social networks, mobile platforms)
- Basic financial analysis, management accounting, US GAAP, BSC
- Languages: fluent English, basic Deutsch, native Russian