

# ALEXEY LOBACHEV

## Corporate Communications Professional

alexeylobachev@icloud.com • 647-388-1983 • Toronto, Canada

### Summary

Adaptive and creative leader with 15+ years of experience designing systems, tools, and communities that help organizations thrive through change. At McKinsey, shaped and scaled initiatives across translation, internal communications, employee engagement, DEI, and people systems – often under complex global conditions. Known for connecting people, ideas, and technology to unlock better ways of working. Brings a distinctive blend of analytical thinking, cultural empathy, and bold creativity to solve problems others overlook. Seeking to channel this experience into roles that drive clarity, cohesion, and strategic capability at scale.

### Key Achievements

#### Global Cost Reduction Through Neural Engine Translation

Saved McKinsey over \$2M in a single year by leading the implementation of a secure neural engine machine translation system adopted across Russia, LATAM, Japan, and other regions.

#### Strategic Talent Retention Program

Launched post-COVID community-building and engagement programs as Chief Happiness Officer, directly contributing to stronger retention across Russia and Kazakhstan offices.

#### Crisis Leadership in Global Relocation

Helped relocate 550+ colleagues and families from Russia to Kazakhstan during the 2022 invasion, handling housing, banking, and integration under logistical and emotional pressure.

#### Capability Enablement Through People Systems

Built scalable people systems, including a sponsorship tracking solution in SharePoint, to improve transparency, adoption, and performance management.

#### Internal Communications Strategy Revamp

Redesigned internal communications for McKinsey's Moscow office across multiple channels, resulting in a measurable boost in employee engagement and information clarity.

#### Executive-Level Coaching & Enablement

Delivered communications coaching and leadership presence training for Senior client executives and consultants across EMEA

### Experience

#### McKinsey & Company

Toronto, Canada

#### Communications Manager at North American Experience team

04/2023 - 07/2025

- **Conceived and launched** a NA-wide storytelling initiative, transforming a vague senior leader ask into a structured weekly video series "Memorable Moments" for North America's Partner and Associate Partner community
- **Led internal communications and event contributions** for the North American Experience Team, including Way We Work Olympics and team ritual-awareness campaigns to improve team operating model adoption
- **Built a scalable sponsorship tracking system in SharePoint and Power Apps**, enabling ~2,000+ partners to manage sponsor-sponsee relationships via a secure, personalized interface
- Centralized fragmented sponsorship data, reducing manual efforts and boosting accuracy and visibility
- Led the NA PD community's **migration from Box to Sharepoint**

#### McKinsey & Company

Almaty, Kazakhstan

#### Global DEI Manager in GEM Practice

05/2022 - 04/2023

- **Co-led the GEM DEI Lighthouse Project**, helping shape its vision and name, and driving internal communications strategy in collaboration with senior GEM partners and practice leaders
- Collaborated globally to refine strategic priorities. Co-developed process improvements and launched 400+ DEI initiatives. Revamped manual reporting and new-hire onboarding
- **Fostered inclusive team dynamics and cross-regional connection**, contributing to psychological safety and collaboration despite a remote and high-pressure context

## Experience

### McKinsey & Company

Moscow, Russia /Almaty, Kazakhstan

#### Innovation and Happiness Manager

09/2021 - 05/2022

- **Led the region's post-COVID re-engagement strategy**, launching new rituals, community programs, and flexible funding models that empowered employees to co-create culture and boost retention
- Implemented a **happiness-at-work KPI framework** (baselines, targets, cadence) and ran a data-driven improvement program
- **Launched an idea submission platform** to crowdsource and implement office improvement proposals from colleagues, fostering ownership and engagement across roles and tenure levels
- Led a successful push on sensitive equity/access matters, turning advocacy into **implemented policy and measurable cultural change**
- **Served as one of the first relocation leads in Almaty**, supporting over 550+ colleagues and families with urgent logistics including housing, banking, and local integration during the relocation efforts

### McKinsey & Company

Moscow, Russia

#### Manager of Client Communications department

09/2016 - 09/2021

- **Spearheaded McKinsey's global shift to neural machine translation**, selecting and implementing SISTRAN to replace manual translation for small and mid-size requests – saving \$2M+ in the first year alone and enabling widespread adoption across LATAM, Japan, and other regions
- **Established foundational localization systems**, introducing translation memories, CAT tools, and QA workflows that increased accuracy, reduced vendor costs, and improved turnaround times
- **Developed and scaled internal communications across channels**, including newsletters, digital signage, intranet content, and office-wide campaigns – praised for clarity, creativity, and cohesion
- **Served as trusted coach and communications advisor** to senior executives, practice leaders, and teams – delivering workshops and one-on-one training on storytelling, tone, and high-stakes communication
- **Recognized as a culture carrier and creative force**, known for bold yet pragmatic innovation in how internal ideas and knowledge were shared across functions

### Yandex

Moscow, Russia

#### Localization Manager

2014 - 2016

- Managed a localization team of 10+, overseeing 100+ projects for more than 30 products translating into 70+languages.
- Managed localization budgeting (~ \$2 million) for a multi-project portfolio.
- Boosted product adoption rates by enhancing localization quality and user experience.

## Education

### School of Oriental & African Studies, University of London

London, UK

#### BSc Economics

2001 - 2005

## Skills

Strategic Problem Solving • Project Management • Change enablement • Cross-functional collaboration • Stakeholder Engagement

SharePoint • Process Optimization • Tech Enablement • Content Creation

Empathetic Leadership • Storytelling • Coaching • Communications Training • Narrative Building • Community Building