

Valerii Korobeinikov

Enterprise Architect | Business Architect | Lead Business Analyst

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Summary

Enterprise Architect and Business Strategist with a track record of delivering transformational change in telecom, retail, and aviation sectors. Expert in capability-driven planning, architecture modernisation, and business process optimisation. Known for translating complex enterprise challenges into actionable, scalable solutions aligned with business goals.

As an author of courses on management, enterprise architecture, and rhetoric and a university-level instructor, I am committed to sharing my knowledge. My interests in economics, investments, enterprise architecture, rhetoric, and management focus on building successful enterprises.

Key Skills

- Enterprise Architecture (TOGAF, Capability Modelling, Information Architecture)
- Strategic Planning & Business Transformation
- Business Analysis & Agile Product Ownership

Professional Experience

EPAM Systems (Enterprise Architect | Lead Business Analyst | Product Owner)

At EPAM, I led architecture and analysis efforts across telecom, manufacturing, and internal enterprise projects. I played a key role in transforming a telecom provider into a digital services platform by architecting the Product and Information domains, conducting capability planning, and evaluating market solutions. I automated Lead-to-Cash and Access Management processes in manufacturing, aligning business architecture with strategic goals. Internally, I initiated and led the design of scalable integration and data services for development teams, introduced the Single Profile concept, and managed multiple product initiatives end-to-end — from vision to implementation. I worked closely with architecture tool vendors and gained hands-on experience with capability modelling, roadmap development, and enterprise-wide data architecture.

Customer: Telecommunication Company

Project 6: Telecom Company Business Reengineering

Project Description: Overall, the enterprise is transforming from a Telecom operator to a provider of digital services across various business domains. In the Product Domain, it is

planned to move from a silo approach in each business domain to a federated approach to managing the product range.

Role: Enterprise Architect (Product Domain Architect)

Responsibilities and Achievements: I discovered the current state of the Product Domain, planned changes, and considered requirements and best practices. I also scan the market and select solutions and vendors to automate the marketplace, product catalogue, and PIM.

Role: Enterprise Architect (Information Architect)

Responsibilities and Achievements:

- Examined the enterprise and described its current state of information architecture.
- Analysed customer requirements and prepared the target state of the information architecture.
- Conducted gap analysis and identified necessary changes.
- Developed a roadmap and aligned it with business activities and other tasks.
- Assisted in describing and designing business architecture, including customer journey maps, business scenarios, and business capabilities maps.

Customer: International Manufacturing Company

Project 5: Lead to Cash automation

Project Description: The company planned to change its business model from producing and selling mechanisms and automation to providing services based on its products. The local task was to prepare and automate the sales process from lead to revenue.

Responsibilities and Achievements: Evaluate the current state of the enterprise and prepare a unified sales process that considers different business domains. Align strategic goals with projects and tasks through capability analysis and planning. Prepare a framework for evaluating suppliers and products to select the most suitable solution. Prepare functional requirements for the solution to facilitate a smooth transition to development and implementation.

Project 4: Access Management

Customer: International Manufacturing Company

Project Description: The company has various business partners, including dealers, resellers, service partners, and potential clients. Each group needs to receive information on a "need-to-know" basis. However, the company's complex structure and operations across different countries complicate this process. A solution must be proposed and developed to address these challenges.

Responsibilities and Achievements: Conducted an enterprise survey, interviewed stakeholders, identified solution requirements from different business domains, aligned those requirements, and formulated functional specifications. Additionally, I conducted a market analysis to assess the feasibility of automation, prepared the solution, and facilitated the transition to development.

Customer: International Retail Chain

Project 3: Strategic Planning for a Giant Retail Chain.

Role: Enterprise Architect

Project Description: Development of a strategic roadmap for the Customer's Core Retail platform to drive omnichannel growth and operational excellence.

Responsibilities and Achievements:

- Conducted a discovery scan of the enterprise business and application landscape.
- Prepared discovery reports and conducted capability analysis, optimisation, and planning.
- Mapped application functions to enterprise capabilities.

Customer: EPAM Systems (Internal Project)

Project 2. Building a flexible ecosystem of functional, integration, and data services for EPAM dev teams.

Role: Lead Business Analyst/Product Owner

Responsibilities and Achievements:

- I prepared the project vision and developed the roadmap. Additionally, I created, updated, and maintained all necessary documentation to ensure clarity and alignment.
- I independently organised and conducted interviews with stakeholders, gathered requirements, and managed them throughout the project's lifecycle.
- I developed concepts for two new products and assembled teams of business analysts to proceed with detailed design and implementation.
- I designed the information and data model for a unified customer and employee profile. I prepared the requirements and conditions for migrating data from the legacy software to the new model. During the migration process, I provided architectural supervision and offered necessary consultations to ensure a smooth transition.
- I defined and created the functional requirements for systems to store and manage unified profiles.
- I managed the backlog using Jira and prioritised requirements. I facilitated regular Agile meetings with the team to maintain productivity and alignment.

Project 1. Enhancements for the Human Resource Management app suite and processes.

Role: Lead Business Analyst

Responsibilities and Achievements:

- Collected requirements, created a context diagram, and made functional and cross-functional interaction diagrams.
- Created and promoted a Single Profile Concept within the organisation, which led to the launch of four new projects.

DME – Moscow Domodedovo Airport

Head of IT Strategy Department

November 2019 - August 2021

My responsibilities at this job included selecting products for enterprise architecture management automation, negotiating with vendors, and organising a tender for purchasing a solution.

Additionally, to automate enterprise architecture management, I collected requirements for an automation product that thoroughly covers the tasks of enterprise architecture management. The requirements were developed down to the data level.

Project 1: Product Portfolio Optimisation

November 2019 - February 2021

Objective: Increase product portfolio efficiency by maximising the Profit-per-Product indicator.

Responsibilities and Achievements:

- Harmonised product portfolio reduced the number of products from 4600 to 1200 without compromising profitability.
- Increased the Profit-per-Product indicator significantly.
- Developed a product development process and system, reducing Time-to-Market (TTM) by three times.
- Established a product portfolio analysis system.

Project 2: IT Strategy Modernisation and Agile Implementation

February 2021 - August 2021

Objective: Update and modernise the IT strategy development methods, adapt the TOGAF methodology and introduce the Scrum methodology for development management.

Responsibilities and Achievements:

- Successfully updated the IT strategy development methods, leading to increased efficiency.
- Adapted the TOGAF methodology to the specific needs of the airport.
- Implemented the Scrum methodology for development management (including training sessions with developers and team leaders), improving project delivery and collaboration.
- Received a commendation for outstanding work during the COVID-19 crisis.

Rostelecom – Telecommunication Giant

Enterprise Architect

September 2016 - September 2018

Responsibilities and Achievements:

- Participated in changing the architecture management process.
- Worked on projects to implement a system for creating a single user profile, targeted marketing, and inter-operator interaction systems.

CAR5- Moscow Carsharing

CTO | Project Manager

July 2015 - February 2017

Responsibilities and Achievements:

- Created and implemented the Fleet Management IT system, including client mobile applications, a management and reporting web portal, and a billing system.
- Transferred the company's IT infrastructure to AWS, reducing costs by 10 times.

Oil Processing Company (Gazprom Neft, Oil and Gas Retail)

Project Manager | Solutions Architect

January 2012 - July 2015

Responsibilities and achievements:

- I completed the KSBR project, which resulted in a thank-you letter from Gazprom Neft.
- Implemented the Loyalty Program for private customers, reducing fraud and increasing customer satisfaction and loyalty.

Sky Link – Telecom Leader

Project Manager | Solutions Architect

August 2008 - August 2010

Responsibilities and achievements:

- Implemented a financial monitoring system across all enterprise branches.
- Developed a reporting system for top management based on SQL Server Reporting Services (SSRS).
- Successfully implemented the ERP system, Microsoft Dynamics AX.
- Deployed and scaled a retail accounting system based on 1C software.

Earlier Experience

Project Manager

Various Companies

Before 2008

Responsibilities and Achievements:

- Managed multiple IT system implementation projects.
- Coordinated cross-functional teams and stakeholders.

Education & Certification

Education

National Research University "Higher School of Economics" (HSE), Moscow

Master of Business Administration (with a specialisation in Business Analysis)

Izhevsk State Technical University, Izhevsk

Master of Computers, Complexes, Systems, and Networks

Certification

- TOGAF 10 Enterprise Architect, 2024
- Google Cloud Digital Leader, 2022
- AWS Certified Solution Architect, 2018
- IIBA Academic Diploma, 2018
- HSE MBA Degree, 2018
- English IELTS – 7.0 (C1), 2024

Public Speaking & Teaching

- Lecturer on Enterprise Architecture and Business Analysis at <https://www.eduson.tv/>
- Author of internal training courses on BA, EA, and Scrum.

Version

2.3 | Date 2025-07-08