

Industry	Transport (Airport)	Client	Domodedovo Airport (DME Airport)
Role	Chief Enterprise Architect		
Key Result	Successfully reoriented the IT department's work towards external clients. Opened new revenue streams and ensured enterprise sustainability during the crisis.		

Situation	Task	Action	Result
With the onset of the COVID-19 pandemic, the Chairman of the Board of Directors tasked me with leading crisis management in the Domodedovo Integration (DI) IT department, which traditionally served only the internal client – the airport.	<p><b>Strategic:</b> Develop and implement measures to preserve the enterprise during the crisis, reorienting the IT department's work towards external clients to ensure sustainability and find new revenue streams.</p> <p><b>Operational:</b> Identify and repackage enterprise products for the external market, develop a market entry strategy, and a marketing plan.</p>	<p><b>Strategic:</b> In collaboration with DI's marketing department, I developed and implemented strategies to adapt the business model, focusing on providing IT services to external clients. A market entry strategy for new services was developed.</p> <p><b>Operational:</b> We identified enterprise products that could be offered to external clients and, based on these, created a product line oriented towards the external market. A review of existing products was conducted, many of which required repackaging and updating to meet market requirements. A marketing plan was developed to introduce new services.</p>	<p><b>Strategic:</b> Successfully reoriented the IT department's operations, ensuring its sustainability during the crisis and opening new revenue streams through effective product launch into the external market.</p> <p><b>Operational:</b> Received a letter of commendation from management for my contribution to the adaptation and preservation of the enterprise.</p>