|  |  |
| --- | --- |
| epam-logo-3x.png | EPAM Systems, Inc. 41 University Drive, Suite 202 Newtown, PA 18940 267 759 9000 Phone 267 759 8989 Fax www.epam.com |

**Valerii Korobeinikov – Enterprise Architect I**

Summary

Enterprise Architect and Business Analyst with experience in the domains of

* Aviation and Transport
* Telecom
* Retail
* Oil and Gas

Functional domains

* Product Management (Product Development Management)
* Marketing (including marketing strategy and customer profiling)
* Loyalty Program
* Management

I have extensive experience in setting up work methodologies

* Enterprise product portfolio management
* Goals-based management (OKR)
* Value-based management
* Agile-based Development management
* TOGAF-based Enterprise architecture management

IT background and understanding of the business side of technologies allow me to speak with business representatives in the same language

Activities

I actively train colleagues, give lectures, and conduct webinars

I am an Advising member of the international non-profit organization of enterprise architects - Intersection Group

Roles

* Enterprise Architect
* Business Architect
* Lead Business Analyst

Methodologies

* Enterprise Architecture - TOGAF (+Archimate)
* Business Analysis - IIBA BABoK
* Strategic analysis and planning

Team Lead experience

In various projects, I was responsible for the work of teams from 4 to 65 people

Clent-facing experience

I communicated with the client on most projects, including negotiations and reports for top managers. I also presented my work's results to internal and external customers. I have 20 years of experience in direct communications with customers and one year of experience with direct communications in English. I am actively working on improving my communication skills

Tools

MS Office, MS Power BI, Jira, Confluence, Trello, Asana. Bizagi Studio, MS Visio, XMind, MindMeister, Lucid Chart, Miro, Sparx EA

Certificates

* Google Cloud Leader
* AWS Certified Solution Architect
* IIBA Academic Diploma
* MBA (Business Analysis)

Skills

System Thinking

Stakeholder Relationship Management

Requirements Elicitation/Management

Strategic Planning

IT-Strategy

Capabilities Modeling/Planning

Languages: Russian (C2, Academic)

Skills

**Academic Disciplines**

* **Social Sciences:** Economics
* **Humanities:** Russian, English
* **Applied Sciences:** Interview, Focus groups, System modeling, Shadowing, Model-Based Systems Engineering, Artificial intelligence

**Business Functions**

* **Learning and Development:** Teaching with technology
* **Business Development:** Business Development
* **Corporate Communications:** Storytelling in communications

**Consulting Practice**

* **Business Consulting:** IT Strategy [CIO Advisory], Transformation Enablement, Product Life Cycle, Product Development, Product Development Strategy, Business Consulting, Enterprise Education & Learning
* **Technology Consulting:** Technology Strategy
* **Strategy Consulting:** Business Strategy, Transformation Consulting, Business Case Development, Strategy Consulting, Digital Enterprise Strategy

**Engagement Types**

**Digital Transformation Program:** Digital Transformation Program

**Engineering Practices**

* **Digital Engagement:** Pitch, Service Design
* **Data & Analytics:** BI Analysis
* **Advanced Technology:** Application Architecture, GenAI Business Analysis, Identification of business opportunities, Capability-Based Planning, Business Analysis Governance, BA Stakeholders management, Enterprise Architecture, Information Model, Vision & Strategy, Data Architecture, Understanding the organization, Strategic Planning, Operating Model(ing), GenAI for BA Productivity, Business Analysis Planning and Monitoring, Business analysis activities planning, Service Model(ing), Roadmap, Technology awareness, Product Architecture, Process Design, Pre-sales conducting, Prompt Engineering, Solution Architecture, Strategy, BA team composition, Business Architecture Information Management, Business Design, Requirements Analysis, Information Systems Architecture, ArchiMate, Data analysis for Advanced BA, Product Design, Pre-Sale proposal development, Business Process Management & Optimization, Business Architecture, Solution assessment for complex systems, Enterprise Architecture Body of Knowledges, Product Model, Taxonomy, Information Architecture, Functional Design, Solution definition for complex systems, Business Analysis Approach Definition, Vision, Process Architecture, Functional Architecture, Roadmapping, Process Model, Generative AI Fundamentals, Enterprise Architecture Governance, Experience Architecture, Business Analysis, Business Model(ing), Functional Model, Capability Model(ing), IT Architecture, Advanced Business Analysis, Business Process change management, Service Architecture
* **Cloud:** Cloud Computing basics
* **Management:** Product discovery, Management, Business Analysis Management

**Industries**

* **Energy & Resources:** Oil & Gas
* **Software & Hi-Tech:** Hardware Industry
* **Life Sciences:** Life Sciences, Life Sciences Technology
* **Telecom, Media & Entertainment:** Business Information & Publishing, Strategic Roadmap Planning, Telecommunications
* **Consumer:** Retail, Retail, Wholesale & Distribution
* **Financial Services:** Capital Markets, Loyalty programs

**Leadership & Soft Skills**

* **Leadership:** Developing Others, Organizational Agility, Mentoring, Guiding through uncertainty, Building Strategies, Driving Change and Innovation, Leadership, Clarity and argumentation
* **Communication:** Meeting Facilitation, Presenting, Communication, Audience Management, Assertiveness, Empathy, Negotiations, Trust building, Content Creation/Authoring, Conflict management, Visual Representation of Information, Consensus building, Diplomacy
* **Consultancy:** Creative thinking, Enthusiasm for new technologies, Consultancy, Delivery Excellence, Innovativeness, Systems Thinking
* **Business Acumen:** Market orientation, Financial Awareness, Business Acumen
* **Diversity, Equity, and Inclusion:** Diversity, Equity, and Inclusion
* **Teamwork and Collaboration:** Teamwork and Collaboration, Creating team climate, Team Management
* **Growth Mindset:** Adaptability, Growth Mindset, Continuous learning, Critical Thinking, Curiosity
* **Ownership:** Decision-making, Ownership, Problem-solving

**Managerial**

* **People Management:** Coaching
* **Product Management:** Product Strategy Management, Product Retirement, Risk Management in Product Management, Product Visioning, Product Management, Product backlog management: create, maintain, prioritize, Product Launch, Product Strategy Development, Product Analytics, Market research [Product Management], Estimation in Product Management, Feedback loops, Service Design in Product Management, Product metrics, Prioritization in Product Management, Product Ownership, Product Sales and Marketing, Product Metrics and Analytics, Requirements Definition and Management, Roadmap management, Solution Management in Product Management, Product Lifecycle Management
* **Project Management:** Project Management, Portfolio Management
* **General Management:** Stakeholder Management, Business Processes Analysis and Modeling, Agile, Interviews, Scrum, Workshops, Business Needs Identification, Prototyping, Observation, General Management, Estimation, Software Development Methodologies, Gap Analysis
* **Service Management:** IT4IT, Information Technology Infrastructure Library, COBIT

**Technologies**

* **Frameworks:** Zachman, Enterprise Architecture Frameworks, TOGAF
* **Solutions:** Confluence, Microsoft Visio, Enterprise Architect
* **Generative AI Technologies:** Generative AI Technologies
* **Industry Specific Technologies:** Life Sciences & Healthcare Technologies Solutions
* **Standards:** PMBOK, BABOK

Work experience

**Sep-2024 - Till now (Apr-2025)** - EPAM Systems, <https://www.epam.com/>

**Project Roles:** Enterprise Architect

**Client:** Botswana Telecommunications Corporation

**Client Description:** EV - Telecommunication

**EPAM Project Description:** Overall, the enterprise is being transformed from a Telecom operator into a provider of digital services in 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

**Responsibilities:**

I discover the current state of the Product Domain, plan changes, and consider requirements and best practices. I also scan the market and select solutions and vendors to automate the marketplace, product catalogue, and PIM

**Mar-2024 - Jun-2024** - EPAM Systems, <https://www.epam.com/>

**Project Roles:** Business Analysis Team Lead, Enterprise Architect

**Client:** Danfoss AS

**Client Description:** EV - Manufacturing & Auto

**EPAM Project Description:** Сonduct an analysis and design stage to define and design a subscription management solution that connects the order-to-quote flow, acting as an intermediary between CRM and ERP

**Responsibilities:**

* As the Business Analyst Team Lead on this project, I was responsible for surveying the enterprise landscape, collecting requirements, business rules, and constraints for future solutions, and participating in developing the solution
* My role as the Business Analyst Team Lead involved close collaboration with stakeholders. I conducted interviews and workshops
* During the project, I surveyed and developed a map of the enterprise's capabilities in the current and future states. I was also involved in preparing a full-scale blueprint for the future state. I also prepared a prioritized backlog and roadmap for implementing the future solution
* In addition, I have prepared a detailed framework for selecting a solution provider
* Business outcome: my work allowed the organization to organize the solution requirements, select the right supplier, and move on to developing the solution

**Tools and Technologies:**

Office 365, Miro

**Team:**

Enterprise Architect, Solution Architect, UX-Expert, Business Analyst, DM

**Oct-2023 - Feb-2024** - EPAM Systems, <https://www.epam.com/>

**Project Roles:** Business Analyst, Consultant

**Client:** Danfoss AS

**Client Description:** EV - Manufacturing & Auto

**EPAM Project Description:** The project involves developing the Authorization Cockpit (CIAM) web application. It continues the design phase that the EPAM team completed. The solution will be built from scratch, with the MVP going live in the second half of this year. The web application should utilize the client's UI components library, which includes styles and web components

**Responsibilities:**

* My responsibilities in this project were
* scanning the enterprise landscape, both in terms of business and in terms of applications and architecture
* conducting interviews, collecting requirements, business rules and restrictions for a future solution
* processing business requirements and formulating functional requirements
* participation in the development of the solution
* As a result, I prepared a prioritized backlog of development tasks, an implementation roadmap, and a map of the enterprise's capabilities in its current and future form
* Business outcome: my work on this project allowed the customer to streamline and prioritize the existing requirements for the solution, select the right supplier and move on to developing a solution at the lowest cost. As a result, the chosen solution satisfies the customer's business needs as closely as possible

**Tools and Technologies:**

Office 365, Miro

**Team:**

Enterprise Architect, Solution Architect, Consultant, UX expert, DM

**Mar-2023 - Sep-2023** - EPAM Systems, <https://www.epam.com/>

**Project Roles:** Enterprise Architect, Information Architect

**Client:** Botswana Telecommunications Corporation

**Client Description:** EV - Telecommunication

**EPAM Project Description:** BTC has defined the business model(s) for new industries and domains (FinTech, eHealth, eAgriculture, eEducation (eLearning), Cloud Services, etc.). BTC planned to define an Enterprise Architecture Vision and minimal viable architecture (MVA) for the new business models, with the Information Architect playing a crucial role in this process. The primary scope is bounded by FinTech, eEducation (eLearning), and Cloud Services

**Responsibilities:**

* My responsibilities included examining the enterprise and describing the current state of its information architecture, analysing customer requirements and preparing the target state of the information architecture, analysing gaps and identifying necessary changes, drawing up a roadmap, and aligning it with business activities and other tasks. In addition, I helped describe and design business architecture, such as customer journey maps, business scenarios, and business capabilities maps
* Business Outcomes: My contribution to this project allowed us to offer the customer a path to change the business to increase profitability and make it more competitive. We proposed a clear roadmap of changes, and the customer is now evolving its business to our plan

**Tools and Technologies:**

Jira, Sparx Enterprise Architect, Office 365, Lucidchart.

**Team:**

Two Enterprise Architects, Business Analyst, Information Architect, UX-expert, DM

**Nov-2022 - Feb-2023** - EPAM Systems, <https://www.epam.com/>

**Project Roles:** Enterprise Architect

**Client:** Ahold Delhaize

**Client Description:** Retail & Distribution

**EPAM Project Description:** The customer needs an integrated core retail platform fully aligned with its strategy as a technology enabler that drives omnichannel growth and operational excellence. There needs to be a clear and integrated strategic roadmap of the Core Retail solutions in a well-defined platform strategy across the BeCSE region. Therefore, AD immediately needs to identify and leverage under-utilized technologies to drive further impact and value for the brands and customers, supported by a strategic roadmap with a 1-3 years horizon and a capability assessment to increase maturity. The customer has asked the EPAM continuum to develop a strategic roadmap for the BeCSE Core Retail platform to achieve its goals

**Responsibilities:**

* My responsibilities included a discovery scan of the enterprise business and application landscape, preparation of discovery reports, capability analysis, optimization, planning, and mapping application functions to enterprise capabilities
* Business Outcomes: My contribution to this project allowed our team to provide the customer with a description of ​​the current enterprise landscape to simplify management decision-making and choose the path of the enterprise's development. The customer also had a clear plan for developing the enterprise application landscape

**Tools and Technologies:**

Zoom, Microsoft Teams, Office 365, Miro, Mind Map, Lucidchart, drawio

**Team:**

Our team, which consisted of a Delivery Manager, an Enterprise Architect, two Technology Consultants, a Business Consultant, and a Designer, worked collaboratively to ensure the success of this project

**Apr-2022 - Oct-2022** - EPAM Systems, <https://www.epam.com/>

**Project Roles:** Product Owner, Product Manager

**Client:** EPAM Systems, Inc

**Client Description:** Software & Hi-Tech

**EPAM Project Description:** The Datahub team builds a flexible ecosystem of functional, integration, and data services for EPAM dev teams to simplify design, development, and operations and reduce the time-to-market of new applications/systems and their costs. We use the Kafka integration bus, multi-temporal data lake, Self-analytics, and PaaS (platform-as-a-service) technologies. See more at https://Datahub.epam.com

**Responsibilities:**

* I was responsible for preparing the project vision and roadmap, developing and maintaining documentation, organizing and conducting interviews with customers, collecting and managing requirements, managing the backlog in Jira, prioritizing requirements, and conducting agile meetings
* I created concepts for two products and organized teams of business analysts for further development

**Tools and Technologies:**

Red Hat OpenShift, Java 11, Apache Kafka, Office 365, Miro, Liquibase, Jira, drawio, Confluence, PostgreSQL

**Team:**

* Dev team: 4-5 developers
* QA team: 2 testers
* BA: One Business Analyst/PO

**Jul-2021 - Mar-2022** - EPAM Systems, <https://www.epam.com/>

**Project Roles:** Business Analyst

**Client:** EPAM Systems, Inc

**Client Description:** Software & Hi-Tech

**EPAM Project Description:** Enhancements for Human Resource Management app suite and processes

**Responsibilities:**

* I was responsible for collecting requirements, creating a context diagram, and creating functional and cross-functional interaction diagrams. The main achievement is creating and promoting a Single Profile Concept within the organisation. Based on this concept, the organisation launched four new projects

**Tools and Technologies:**

* Spring, PostgreSQL, Java 11, Hibernate, Docker, Apache Kafka, Office 365, Miro, Liquibase, Jira, drawio, DBeaver, Confluence, Red Hat OpenShift

**Team:**

* 60 ppl
* 4 streams
* BA team: ~ 6 BA

**Nov-2019 - Aug-2021** - DME – Moscow Domodedovo Airport (Aviation industry, Moscow, Russia), <https://www.dme.ru/>

**Project Roles:** Head of IT Strategy Department, Change Manager

**Client:** DME – Moscow Domodedovo Airport (Aviation industry, Moscow, Russia). DME is the second-largest airport in Russia

**Project 1:** Led a large-scale organisational transformation project to redesign and optimise the airport’s product portfolio. Initiated and managed the classification and restructuring of over 150 products, aligning business, operational, and IT stakeholders.  
Developed and implemented a product performance analysis framework that enabled data-driven product development and retirement decisions. Introduced new organisational practices around product ownership, lifecycle management, and cross-functional collaboration. Played a key role in shifting the organisation toward a product-centric culture, creating sustainable internal processes for portfolio governance.

**Project 2:** Managed an IT strategy initiative as part of a broader organisational change effort to elevate the strategic role of IT. Conducted a comprehensive assessment of the existing IT landscape and developed a future-state architecture aligned with business priorities.  
Facilitated strategic alignment between IT and business leaders, orchestrated stakeholder engagement across departments, and defined a transformation roadmap covering organisational and technological shifts. The project repositioned IT as a strategic business partner, laying the foundation for more agile and value-driven enterprise technology management. There was a need to update the methods of developing the enterprise's IT strategy. I was setting up Scrum development, adapting the TOGAF methodology for a specific organisation.

**Responsibilities:**

Tasks Performed

* Management consultations on enterprise strategy and IT strategy
* Adapting the Scrum methodology for a specific enterprise and adapting the TOGAF methodology for a particular organisation.
* Changing enterprise processes
* Reported directly to the managing director of the company
* My work was marked with a commendation in the workbook for successful work during the COVID-19 crisis

**Tools and Technologies:**

Microsoft Power BI, Office 365, MS Project, Microsoft Power BI, Lotus Notes, 1C Enterprise

**Team:**

4-60 in different periods. Product managers, System architects, Business analytics, and marketing staff

**Sep-2016 - Sep-2018** - Rostelecom (Telecom, Moscow, Russia), www.rt.ru

**Project Roles:** Enterprise Architect

**Client:** Rostelecom

**Project Description:** The project of transformation of the largest telecommunications operator in Russia

**Responsibilities:**

* Participated in the change of the architecture management process itself. As well as in projects to implement a system for creating a single user profile, targeted marketing, inter-operator interaction systems
* Participated in presale activities for the largest clients
* At the same time, I studied and received an MBA degree in business analysis

**Tools and Technologies:**

* Hortonworks, Apache Kafka, Office 365, Hortonworks, Greenplum, Apache Hadoop

**Team:**

* The team consisted of 4 to 20 people at different times

**Jul-2015 - Feb-2017** - CAR5 - Moscow Carsharing (Automotive industry, Moscow, Russia), www.car5.ru

**Project Roles:** Project Manager, CTO

**Client:** CAR5 - Moscow Carsharing (Automotive industry, Moscow, Russia)

**Project Description:** CAR5 is a fast-growing startup car-sharing service with a $2M budget. It offers an innovative mobility solution in rapidly increasing urban areas

1. Website creation. Development of the company's website from scratch

2. Mobile App creation. Development of the client's application from scratch

3. Transferring all on-premises project infrastructure to the AWS cloud. Migrated business applications to AWS Cloud. Cut IT spend, $2K+ annual savings from AWS agreement

**Responsibilities:**

Tasks Performed

* Management of the development team
* Collecting and analysing business requirements
* Project infrastructure management
* Negotiations with business partners to determine service requirements, service level agreements, integration of technologies and new cohesive processes
* Held a key leadership role in the company and created products from scratch

**Tools and Technologies:**

PHP, JavaScript, Amazon Web Services, Office 365, MySQL

**Team:**

Cross-functional team (marketing, product and engineering, business development, legal, finance, accounting) of more than 20 people

**Jan-2012 - Jul-2015** - Oil Processing Company (Outsourcing processing service, Moscow), <https://www.oilpc.ru/>

**Project Roles:** Project Manager

**Client:** Gazprom Neft

**Project Description:** KSBR (for Gazprom Neft) – Corporate system of non-cash payments. Replacement of fuel coupons for organisations. The project included a system of mutual settlements for fuel for customer organisations. It had more than 70,000 legal entities. In 2015, the number of operating fuel cards used by the clients amounted to 520,000. The project was completed in two years. A thank-you letter was received from the customer.

**Responsibilities:**

Tasks Performed

* Project planning and management
* Reported to the Project director
* The PMI methodology was used
* Participation in the development of the project architecture and project documentation, including technical specifications
* Close communication with stakeholders up to the level of the marketing director and the project director

**Tools and Technologies:**

PHP, Oracle Database Platform, Java, HTML, CSS, Bitrix24, QlikView, Processing, OTRS, MS Project Server, MS Project, Microsoft Office, Oracle Database Platform

**Team:**

From 4 to 22 team members in different time periods. Developers, Technical writers, Designers, Web-developer etc

**Jan-2012 - Jul-2015** - Oil Processing Company (Outsourcing processing service, Moscow), <https://www.oilpc.ru/>

**Project Roles:** Project Manager

**Client:** Gazprom Neft

**Project Description:** A loyalty program (for Gazprom Neft) for gas station customers. As of 2013, it had a more than $1,5m development budget and 5.6M cards in 29 Russian regions. It was based on company-owned loyalty card processing.

**Responsibilities:**

Tasks Performed

* Project planning and management
* Reported to the Project director
* The PMI methodology was used
* Participation in the development of the project architecture and project documentation, including technical specifications
* Close communication with stakeholders up to the level of the marketing director and the project director

**Tools and Technologies:**

QlikView, PHP, Oracle DB, Java, MS Project Server, MS Project, Oracle.

**Team:**

From 4 to 22 team members in different periods. Developers, Technical writers, Designers, Web-developer etc.

**Aug-2008 - Aug-2010** - Skylink (Telecom, Moscow, Russia), <https://skylink.ru/>

**Project Roles:** Project Manager

**Client:** Skylink, at that time, it was the fourth largest telecommunications operator in Russia

**Project Description:** Implementation of Microsoft Dynamics AX

**Responsibilities:**

* Served as a Technical Project Manager
* Defined and executed project plans and monitored progress on key phases
* Defined application roll-out strategy
* Prepared documentation and business analysis reports, including specifications, management reports, and project charters, and presented an overview to the executive management
* First experience in creating IT architecture and system integration for Enterprise-scale projects

**Tools and Technologies:**

Waterfall (MS Project Server, MS Project), Microsoft SQL Server, Microsoft Dynamics AX, Microsoft SQL Analysis Services, Microsoft Dynamics AX.

**Team:**

4-18 team members, developers, analysts, methodologists