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Russia & CIS



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Greeting



Dear readers,

Kienbaum has been working in Russia and the other CIS countries since the late 1990s, delivering value for clients in such diverse regions as Moscow and Saint-Petersburg, the Urals and the Volga region as well as Ukraine. The territory covered by the Moscow subsidiary stretches from Kaliningrad in the West right until the Pacific Ocean in the East, including the central Asian and Caucasian countries.

Being the “R” in BRIC, Russia is recognized as one of the world’s major emerging economies. Gradually shaking off its dependence on natural resources, the country’s industrial base is undergoing a process of modernization which is backed by the Russian government. Especially Western European companies have been able to benefit from this trend by supplying capital goods to the country. Many of these enterprises are relying on Kienbaum to provide them with top-notch local management in order to foster sales and organize service networks.

The Russian consumer’s rapidly increasing spending power has led a multitude of international businesses to build local production in the CIS with the automotive sector being one of the most notable examples. Our Moscow team has been recruiting much sought-after human capital in virtually all of the relevant automotive clusters: Moscow/Kaluga, Saint-Petersburg, the Volga region and Tatarstan. We are continuously working to widen our value proposition towards the clients, cooperating with a network of Russian professionals in order to render services in assessments, change management and compensation & benefit consulting.

A cornerstone in these efforts is the annual salary review facilitated by the colleagues of Kienbaum’s Vienna office in cooperation with the German-Russian Chamber Industry and Commerce in Moscow.

Kienbaum’s product offering is increasingly directed at local companies in Russia and Ukraine. However, adapting consulting concepts proven in the mature economies of Western Europe and North America to businesses in the emerging markets is an ongoing matter.

Although Russia and the entire CIS provide attractive opportunities for most companies, doing business in the region is hampered by bureaucracy, a legal system in need of improvement and outdated infrastructure. Correspondingly, the latest World Bank Doing Business report cites Russia on the 120th rank out of 183 economies assessed in terms of the easiness of unfolding economic activity. There are serious challenges in connection with compliance, too, as Transparency International’s annual reports document.

In this context the value of a trustworthy and competent consulting partner is all the more evident – and our team is working hard to help our clients through the sometimes rough business waters of the CIS.

A handwritten signature in blue ink, appearing to read 'C. Tegethoff', written over a light blue horizontal line.

With best regards,

Christian Tegethoff, Director Russia & CIS

Team

Currently there are five colleagues working at the Kienbaum Office in Moscow:

From left to right:

Christian Tegethoff (Director Russia & CIS), Semen Cherkasov (Senior Associate), Evgeniya Lisovskaya (Project Assistant), Maria Ivantsova (Associate)

Not on the photo:

Natalia Bichevina (Senior Associate)



Competencies of the team

Christian Tegethoff, MA

Director Russia & CIS



- » As a generalist **Christian Tegethoff** has gained experience in a rather broad range of various industries, including:
 - Industrial (automotive suppliers, machine building, chemicals, mining)
 - Construction
 - Financial services & private equity
 - Advanced technology
 - Retail.
- » Recruitment Projects: national and international search and selection mandates for senior management positions and experts, sales & marketing, finance, technical expert & management positions, research & development, human resources; middle management to Board Level in Russia and Ukraine.
- » Christian is married and loves Indian cuisine, private equity, literature & yoga.

Semen Cherkasov

Senior Associate



- » Being a generalist from an industry point of view, **Semen Cherkasov** specializes on executive search with a certain focus on:
 - Automotive and machine building;
 - FMCG
 - Retail
 - Logistics
- » Recruitment Focus: National and CIS-wide search and selection of senior executives and management positions across all industries and segments.
- » Semen is married and greatly enjoys cooking and football.

Natalia Bichevina, MA

Senior Associate



- » **Natalia Bichevina** focuses on research and candidate approaches in all relevant industries covered by the Moscow office.
- » Natalia Bichevina holds a master degree in international business and management from the University of Applied Sciences in Osnabruck, Germany as well as a bachelor degree in business administration from New Bulgarian University in Sofia, Bulgaria.
- » She is a native Bulgarian speaker and is fluent in Russian, English and German.
- » Natalia is married and has one son, currently being on maternity leave. She loves dancing, travelling and studying foreign languages.

Evgeniya Lisovskaya, MA
Project Assistant



- » **Evgeniya Lisovskaya** is the Moscow office's main weapon in its eternal struggle with bureaucratic red tape. In addition to keeping the office afloat, Evgeniya is involved in communication with clients and candidates as well as media relations.
- » Evgeniya holds a Master of Arts degree in Intercultural Communication and European Studies from a German University. Besides her native Russian she speaks English and German fluently.
- » Evgeniya enjoys dancing Argentinean tango and learning Spanish.

Maria Ivantsova
Associate



- » **Maria Ivantsova** graduated from the Moscow State Linguistic University and joined Kienbaum in September 2011.
- » She is responsible for the whole specter of research activities in connection with the executive search project handled by the Moscow team.
- » Maria speaks native Russian and fluent English.
- » She loves music and cooking.

Selected Recent Placements

Automotive

- » HR Director, tires producer
- » Plant Manager, global player in engineering and production of automotive solutions
- » Sales Director, batteries manufacturer

Manufacturing and Engineering

- » Senior Project Manager, agricultural equipment manufacturer
- » Senior Sales Manager, world market and technology leader for compounding & extrusion
- » Purchasing Manager, leading international supplier of systems for finishing technology
- » Head of Representative Office, seals and vibration control manufacturer
- » General Manager (St. Petersburg), worldwide market leader in the belting industry

Packaging

- » General Manager, one of the world's leading providers of closure solutions for the FMCG packaging market
- » General Manager, leading producer of industrial packaging

Construction

- » General Manager, full-service builder and real estate developer
- » Commercial Director, construction materials

News

International Award 2011– Success Through Cooperation



The Moscow office is part of the strong and ever growing network of international subsidiaries of the Kienbaum Group. Over the years, we have established a trusting relationship not only with our clients but with our Kienbaum colleagues all over the globe.

Kienbaum's Russian business has especially benefited from leads that have been generated in the DACH area, France and by the colleagues in Poland, Sweden and Japan. These cross-border cooperations underline Kienbaum's growing international presence and the success of our internationalization strategy.

We are happy and proud to have been rewarded with the international award, a recognition for "success in a difficult market", as has been announced during the handover on the Consultants' Convention in Paris in June 2011. The Russian team is looking forward to many more successful projects together with its partners around the globe!

Russia – Trends in Executive Search



Russia had seen eight years of dynamic GDP growth before the onset of the financial crisis. After a steep decline in 2009 the Russian economy returned to the growth path with the outlook being positive. The following industries show exceptional strong activity:

- Automotive: with consumer spending power rising and a government policy encouraging direct investment, international OEMs and suppliers set up production facilities in Russia;
- Retail: international and local retail chains continue their expansion beyond Moscow and Saint-Petersburg;
- Private Equity: attracted by low asset valuations international limited partners increase their commitments;
- Machine building: international suppliers of capital goods see increasing demand as customers' access to capital improves.

Local businesses turn away from cronyism to more objective assignment processes as shareholders professionalize and become more focused on returns. However, assignment projects of local businesses in the CIS are mainly commissioned on contingency basis with the percentage of retained contracts increasing only slowly.

Impressum



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