

STANISLAV GRAFSKI

MBA, Master's in Law

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GO-TO-MARKET STRATEGY EXPERT AND LAWYER IN RUSSIA

- 35 years+ in launching and boosting international ventures in Russia and CIS/ ex-USSR
- *'Manager of the Year'* for Russia by *Vedomosti* (Russian affiliate of *The Wall Street Journal* and *Financial Times*)
- Recognised international networker and social media enthusiast – the most connected LinkedIn member in Russia
- Interdisciplinary expert, primer writer, vlogger, opinion former, speaking at industry conferences and writing for national newspapers
- Top-notch cross-cultural communicator and negotiator with fluent English and three Slavonic languages, creating trusting relationships with key clients, C-level decision makers and government officers
- 1st Russian national with MBA in Corporate Social Responsibility (CSR) and recognised expert in CSR, sustainable development and responsible business practices in Russia
- Vast skill base with superior legal and business acumen honed through Master's in Law and MBA
- ***In-house expertise in:*** Consulting, Communications and Public Relations, Government Affairs/ Lobbying, Gaming, Media and TV, Authorship and Publishing, Professional (Legal) Services, International Commodity Trading, Government, Higher Education
- ***Industries served:*** Oil and Gas; Energy; Metals; Extracting Industries; IT and Telecoms; Online Stores; Automotive; Machinery Manufacturing; Commodities; Construction and Building Materials; Aviation and Aerospace; FMCG; Pharma; Gaming & Betting; Show Business; Entertainment; Travel & Leisure; Media, Radio, and Television; Movie Production & Broadcasting; Fashion & Luxuries; Apparel; Food & Nutrition; MLM/ Network Marketing; Professional Services; Consulting; Banking and Financial Services; et al.

PROFESSIONAL EXPERIENCE

Grafski Consulting, Moscow, Russia • 2000 to Present

I help international businesses to enter and expand on the Russian market fast, smooth, and cost-efficient way. The Russian Market Entry Programme, the core of my market offering, focuses on Russian Market Entry strategy development and end-to-end execution, Business Consulting, ^{SEP}Legal Advisory, Marketing and Corporate Communications, GR, and market introductions. We also facilitate with marketing, operations, contractor identification/ negotiations, key staff selection, and secure your first sales. Check www.grafski.com for more details and testimonials.

SENIOR BUSINESS CONSULTANT, Kortina Advisory, Moscow, Russia • 2010 to 2013

Independent Management Consultancy

- Multifaceted counsel on market entry, start-up, business development and market expansion issues in Russia and CIS, including Strategy Development, Relationship Management, International Corporate Restructuring, Reorganisation, Sales, Marketing, P&L, Operations, and legal support.
- Delivered hands-on expertise in global communications strategies, government relations (GR), public affairs (PA), business ethics, sustainability and corporate responsibility (CSR), stakeholder mapping/ communications, issues and crisis management, and investor relations (IR) advice.

EXECUTIVE DIRECTOR, GlobalCom PR Network (GCPR), Moscow, Russia • 2006 to 2010

- Led GCPR market entry and business development in Russia, managing 20 full-time staff members and 50+ external consultants.
- Acted as principal international coordinator and key negotiator with international clientele, local VIP clients, government authorities, and media.
- Served as key public event speaker, media liaison, and recognised superior writer.

Select accomplishments:

- Extended market presence in Russia and CIS, launched new web-site and targeted high end clients.
- Positioned GCPR in Russia as country's Top20, attracting global brands in telecoms, IT, finance, aerospace, gaming & betting, fashion & luxuries, professional services, etc.
- Expanded the client portfolio by 60%, doubling sales in 2 years with new global client base.
- Increased service offerings and adopted world's best practices in industry.

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DIRECTOR Government Relations & Public Affairs, [MMD PR](#) (currently, Grayling), Moscow • 2005 to 2006

The 2nd largest independent PR consultancy in the world

Spearheaded government relations (GR) and public affairs (PA) services, communicating with Federal Parliament, key agencies, and leading teams of consultants.

- Greatly expanded market share by introducing GR and PA advisory practices throughout Russia and CIS.
- Contributed to halting government-led acquisition of top Ukrainian investor, protecting \$2 billion in assets.
- Contributed to \$10 billion IPO for top government-owned oil company ([ROSNEFT](#)), creating code of ethics, corporate responsibility policies to raising stock price at largest-ever Russian IPO.
- Saved over \$15 million in market penetration costs for a major global food producer via insightful analysis.
- Launched [PepsiCo](#) GR efficiency measuring, forecasting critical legislative and political trends.

CAREER NOTE: Completed f/t MBA course at [Nottingham University Business School](#), UK from 2003 to 2004

GENERAL COUNSEL, GR & EXTERNAL COMMUNICATIONS DIRECTOR, [Storm Intl BV](#), Moscow • 2003

Largest international gaming group in Russia

Led legal issues resolution, government and external relations.

- Strengthened corporate growth, delaying strict gaming regulations for 2 years via lobbying programmes.
- Greatly contributed to group consolidation by introducing clear international organisational structure with significant tax and costs savings.
- Transformed department, triggering considerable costs savings and elevating quality, morale, and loyalty.

GENERAL COUNSEL & EXTERNAL RELATIONS, [Channel One Worldwide Broadcast](#), Moscow • 2002 to 2003

Division of the world's largest Russian language television channel, Channel One TV Group

Served as Top Legal Officer, Principal Officer in GR and Third-Party Relations.

- Instrumental to sales growth nearly 10-fold within 1 year, increasing broadcast-covered territories and building network of affiliates throughout CIS, Europe, and North America.
- Launched unprecedented [for Russia] UK-based global TV holding, generating sizeable tax savings.
- Won long-term agreements with global companies including Cablevision, EchoStar, and Eutelsat.

ASSOCIATE to PARTNER, [White & Associates](#), Moscow • 1994 to 2002

American law and consulting firm

Oversaw strategic planning, operations management, business development, serving as primary media relations contact and GR head. Created strategic plans and developed marketing programmes.

- Expanded corporate network across Russia and CIS, and grew client base.
- Introduced and directed business newspaper as Publisher and Editor-in-Chief.

EXPORT SALES DIRECTOR, [Sugar Financial Co](#), London, UK • 1992 to 1994

Leading exporter of Russian molasses to Europe and the United States

Optimised global revenue and sales growth, building international sales channels from UK base.

- Bolstered financial results, raising growth from 23% to 170% through extraordinary global leadership.
- Instituted one of the first successful global trading organisations for post-Soviet Russia.

Note: Experience 1988-1992 includes [VORONEZH REGIONAL GOVERNMENT](#), [VORONEZH STATE UNIVERSITY](#), Russia, and LINGVA English Language School. Details provided on request.

EDUCATION

Master of Business Administration (2004), [Nottingham University Business School](#), Nottingham, UK

Master of Law (1990), [Voronezh State University](#), Voronezh, Russia

EXPERT AFFILIATIONS

GLG Councils • CognoLink • Maven Research • Guidepoint Global Advisors • Zintro

HONOURS AND AWARDS

Manager of the Year, [Vedomosti](#) (Russian affiliate of *The Wall Street Journal* and *Financial Times*)

[Nottingham University Business School](#) **Full Scholarship Winner** & Dissertation with Distinction

Voronezh State University **Law Student of the Year** and Top 4% of Class

LANGUAGES

English, Russian, Ukrainian, Belarusian