



Peter Chernyshov

President

Kyivstar

Biography

I have joined Kyivstar on June 2014. Under my guidance, the Company created an improved, client-centered management model, deployed the largest 3G network among Ukrainian GSM operators, reached the highest level of customer satisfaction in the telecommunications market and restored positive dynamics of financial indicators.

In 1990, I graduated from Mathematics Faculty of the Ural State University in Yekaterinburg, and in 2000, I got MA in Finance in the Academy of National Economy in Moscow. In 2001, I received an MBA degree in Kingston University, UK. I have 10+ years of international experience as CEO. For several years, I held a position of Chief Executive Officer at Carlsberg Ukraine, and later held the position of Vice President at Carlsberg Group, being responsible for operations in six countries of Eastern Europe. As a result, Carlsberg Ukraine got a significant market share and increased its year-by-year revenues and EBITDA margin. Carlsberg Ukraine became number 2 on sales, and it's profit was more than the first and third players combined.

I also held the position of non-executive director during 2011-2012 (Ergopack) and in 2014 (Inkerman).

For 8 years, I have been a Board member in ACC, making all possible impact in the development of Ukrainian economy. Through the Telecom Committee, we have launched 3G in Ukraine, bringing modern technologies to our country and providing small and middle size business with new instruments for development. In further years, we will dedicate our efforts to 4G launch.

Why do you think Membership in the American Chamber of Commerce in Ukraine is important for business operating in Ukraine?

Being a member of the American Chamber of Commerce is an opportunity to be a part of strong network of highly professional people, willing to build strong and healthy economic environment in Ukraine. The possibility to join strategic sessions and get necessary consulting or give recommendations is a great supplement for creating powerful basics for business operating in Ukraine.

Kyivstar is a leader of Ukrainian telecom market with over 26 mln users. Our team consists of highly professional people with international background. I am sure that our joint efforts will make a serious impact in creation of new laws, establishment of transparent rules of doing business in Ukraine and development of new type of economics that will bring prosperity to all Ukrainians.

Kyivstar is well known not only for its high quality services, but also for its social initiatives. We support STEM education, have several corporate volunteering initiatives, aimed to support orphans and poor people, help developing entrepreneurial culture by supporting Telecom accelerators for startups, drive charity initiatives such as Charity weekends, and work closely with state authorities, taking part in the project Kid Search, aimed to find lost children.

What motivates you to be a Chamber Board Member?

My experience as CEO on different markets in several countries in addition to unique experience as non-executive director, allows me to be an expert in different industries as well as in various spheres such as finance, marketing, management etc. I feel the necessity to share this experience with others and take part in the process of creation of new business culture in Ukraine. As a CEO of Kyivstar, one of the biggest taxpayer in the Country and a company being part of VEON, the 7th largest telecom group in the world with its shares on NASDAQ and Euronext, I am ready to dedicate my time, expertise and efforts to serve the needs of the international business community in Ukraine.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

- 10+ years of experience as CEO and unique experience as non-executive director. I have been working in Ukraine for 10 years and I understand the mentality and surroundings deeply. It allows me to merge different group of interest and to find the best way to solve any business problem, acting ethically and honestly
- While being a Board member I have been sharing my knowledge in order to create new, transparent rules of doing business in Ukraine. I have initiated the establishment of Telecom committee and our telecom sphere received successful instrument for lobbying activities

- I have an extensive stakeholder map and direct contacts with representatives of the President's Administration, Cabinet of Ministers of Ukraine, Parliament and I have authority in the business circles of Ukraine
- All these years we exert every effort to develop the best strategy for Ukrainian economy and to overcome economic and political crisis. And I am ready to continue
- As CEO of Kyivstar, I have a unique possibility to implement the most innovative business practices and ready to share my experience with all members of ACC
- Last but not list, I am the opinion leader with 13500+ subscribers on my Facebook page. I can use this channel also to drive necessary initiatives

How have you been active in the Chamber over the course of the last two years?

February 2016 I proposed to establish Telecommunication Committee of Chamber in order to create strong public basement for discussion of Telco industry issues. Telecom Committee as well as its members are one of the most active group of the ACC. Through the Telecom Committee, we have launched 3G in Ukraine, bringing modern technologies to our country and providing small and middle size business with new instruments for development. In further years, we will dedicate our efforts to 4G launch.

Later I became the initiator of the CEOs from regular meetings of leading mobile operators in order to establish a common platform for discussion of major industrial problems.

I feel lucky to be the president of Ukrainian biggest telecom operator. Kyivstar is much more than telecom company is. We are moving from telco to tech, facing all the challenges of digital era. Being on the edge of innovation, we provide new opportunities for Ukrainians that bring people closer, connecting them all over the globe despite geography and all other discrepancies.

What activity or Committee would you participate in and be responsible for?

As a CEO of Kyivstar, I regularly oversee my colleagues taking part in all official activities of the Telecom Committee, especially on legal, regulatory and public issues. In my future role, I would like to continue working more directly in the Telecom Committee of the Chamber. My foremost focus will be to form the new rules of the development of Ukrainian telecom market.