



**YOUR FULL NAME:**

Fedir Serdiuk

**YOUR JOB TITLE:**

CEO

**YOUR COMPANY:**

First Aid FAST LLC

**YOUR BRIEF BIOGRAPHY (250-300 words):**

Fedir Serdiuk (born 1995, Odesa, Ukraine) is an entrepreneur, focused on solving the safety issues. Using his Red Cross Rescue Team leader experience and years of training military (7000 people trained in combat lifesaving) and law-enforcement (4500 people trained in first aid) along with California Emergency Medical Services Authority instructor certification, in 2015 he founded FAST. FAST is a company performing high-quality practical first aid training in accordance to evidence-based medicine standards. Among the clients of FAST there are leading International and Ukrainian businesses, including Metro Group, Kernel S.A., Metinvest B.V. companies, etc. Each year thousands of people receive life saving skills from FAST experts. Fedir is the CEO of FAST currently.

Also, Fedir co-founded Reskits LLC, a company which supports private and business clients with first aid equipment. Fedir believes, that the innovations, including digitalization, could save thousands lives, so he co-founded "ZHUT" — the first in the World first aid chat-bot. Fedir is currently working to expand his lifesaving activity to the Ukrainian enterprises which are yet uncovered and unprepared for medical emergencies and trauma, advising public servants in emergency preparedness issue, expanding FAST abroad and promoting industrial health and safety in Ukraine. Mr. Serdiuk is a member of Global Shapers Community. He was chosen to represent the Community at the World Economic Forum Annual Meeting at Davos-2019. Fedir holds a degree in law and was an Odesa National University Greco-Roman wrestling

team member.

### ANSWER THE FOLLOWING QUESTIONS:

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

Ukraine is a country with the great business potential, both as a market and a place for investment. Meanwhile, Ukraine is ranked 76 in Doing Business-2019 with \$2 310 GDP per capita. I consider the involvement of business players of all the forms and sizes in the direct dialogue with the public policy makers as the most straight way of transforming the potential into the reality. Today, in my belief, the American Chamber of Commerce is the most effective institution for such a dialogue.

My business experience suggests that the key to success is trust. The American Chamber of Commerce opens doors for direct and confidential conversation between businesses, which leads all the participants to success.

What motivates you to be a Chamber Board Member?

I believe, that diversity strengthens organization. According to the EU data, small and medium-sized enterprises (SMEs) generate about 20% of Ukraine GDP and provide work for 4 million people. The voice of SMEs in the BoD will widen the perspective of the Board for the Chamber`s and be beneficial to the members, both acting and future. My decision on participating the Chamber as a member was conscious, so the benefit for the members is the benefit for my company too.

Also, I consider the involvement of at least one representative of SMEs as fair.

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

The skill-set of effective Board member, in my point of view is relevant for effective CEO or high level manager. There are no activities, I suppose, where the skills of complex problem solving, negotiation, strategic planning, advanced offline and digital communications will not be useful. My experience of development the business from the blank piece of paper to the contracts with leading Ukrainian and International companies modestly speaks for itself.

I am 23 years old. I may concede in experience and knowledge to other candidates, but I have deep understanding of the new trends in Ukrainian society everybody are concerned about. I am the fresh point of view. I am the fellow of the next generation. So, besides the skills I will bring new ideas with me.

Anyway, to my mind, serving in the BoD is primarily not about me, my company, my story, my personal skills but about strengthening the whole Board, the team, the organization.

Last but not least I am professional first aider so I definitely make events safer:)

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

Since our first meeting with the Chamber team at 2017, FAST representatives:

- Performed 2 first aid trainings for Chamber employees
- Together with the HR committee co-organized first aid event for the members
- Set up the training plan for Chamber employees for 2018
- Participated dozen of events, organized by the Chamber, enjoying being part of the wonderful community

More to come!

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

My interest and expertise are leading me to mention healthcare and HR committees. But I will not limit my activity with the formal meeting participation.

I plan to:

- Talk directly with SMEs Chamber members to make the Chamber more SMEs-friendly
- Promote the values of Chamber outside the Chamber and outside the corporate workers environment
- Use my International networking (including WEF) to help Chamber Members to succeed