



YOUR FULL NAME:

Georges Massoud

YOUR JOB TITLE:

Managing Partner of McKinsey and Company Ukraine

YOUR COMPANY:

McKinsey and Company Ukraine

YOUR BRIEF BIOGRAPHY (250-300 words):

Georges Massoud is a senior partner in McKinsey & Company in Central Europe and is the Managing Partner of Ukraine. Georges specializes in banking systems, economic development, Energy, strategy development and new technology. With over 20 years in McKinsey, he covered over 300 projects of which 150 projects in Financial institutions in over 20 countries. His experience covers a wide range of topics including; Greenfield banking, mergers, market entry strategies, front-line sales/marketing, back-office operational performance, retail banking distribution innovations, digital and new technologies. He is a core member of the European Banking and securities leadership group in McKinsey & Company. His experience covers some of the following engagements, programs including:

- Designing few reforms at country levels (economic priority, SOEs restructuring, etc.)
- Support in designing gas reform strategy & energy strategy in Emerging market at the country level

- Developing the Central bank vision for the banking sector growth in an emerging market
- Design of energy efficiency strategy at the market level in CE
- Developed a country economic growth strategy for an Emerging market
- Supporting few large “family owned business” in their holding and portfolio strategy
- Designing the strategy for the banking sector restructuring in an emerging market (with the central bank)
- Designing and implementing over 10 greenfield banks and market entries in CE
- Developed few retail banking growth strategies in Europe, Central eastern Europe, CIS and North Africa
- Conducted few banking transformations including network, retail, corporate & risk
- Led/leading few digital transformations

Georges Massoud graduated from Ecole Supérieure d'Electricité (SUPELEC 1996), a group A Grande Ecole in France.

ANSWER THE FOLLOWING QUESTIONS:

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

Business chambers of commerce, with the primary objective to promote a positive business environment across sectors, offers supportive atmosphere in which stakeholders can discuss the most pressing issues the country is facing. They are often considered the leading voice for international and local investors, and a forum to debate global trends and sector dynamics. Finally, business chambers offer plenty of opportunities to network and exchange ideas that are relevant for Ukraine future.

What motivates you to be a Chamber Board Member?

We admire how energetic, hard-working, and entrepreneurial people are in this part of the world, and we appreciate how difficult some of steps are to make lasting change. Over nearly two decades we have worked with Ukrainian partners and clients to optimize outcomes, increase performance, and enhance impact for companies operating in Ukraine. Based on this rich experience and our global expertise, we have a strategic view on how Ukraine can further develop and support in creating further growth, impact and value for institutions operating in Ukraine.

Board membership can help realize the impact and amplify it. We have a deep desire to contribute to the Ukrainian economy. Our mission here is to help realize the great potential the country represents - to achieve pre-eminence in Central Europe globally.

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

At McKinsey we have been helping our clients in Ukraine achieving their goals for nearly 20 years. Despite some difficult periods, we remained very committed to Ukraine and where others have left the country, we double downed in difficult periods, showcasing our strong commitment to the country and its people and the great importance of Ukraine on the world map. It also means that we bring unrivalled local expertise and understanding of specific challenges the country and companies operating here are facing.

As the leading strategic advisor globally, we also offer world-wide reach, creativity, unmatched connectivity and new, tech- and data-oriented capabilities. As we are powered by knowledge, we bring a rigorous understanding of facts, sector dynamics, and macroeconomic environment blended by creativity and ability to listen.

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

For more than a decade, the AmCham was a key discussion partner to our firm. We have held many meetings together. Have organized a growth seminar on Ukraine, attended many events and was invited to speak in some of them.

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

We believe that strategic perspective and top-management approach is the best McKinsey offers. Therefore, taking a lead in Strategy Committee would ensure highest impact. Other bodies, where we can leverage McKinsey thought leadership, and strategic thinking are possible as well.
