



YOUR FULL NAME:

Ismet Yazici

YOUR JOB TITLE:

Chief Executive Officer

YOUR COMPANY:

lifecell LLC

YOUR BRIEF BIOGRAPHY (250-300 words):

In April 2017, Ismet Yazici was appointed a new CEO at lifecell. Mr. Ismet Yazici leads transformation of the company into a truly digital operator providing its subscribers with the fastest network all over the country. lifecell, as a subsidiary of the Turkcell Group, tends to bring innovative technologies and solutions to subscribers, business and a state. Mr. Yazici also became one the most noticeable telco heads pushing development of the industry as well as standing for the free and liberal market evolution.

Prior to leading the company's lifecell, Ismet Yazici worked as General Director\ (CEO) of Turkcell in Northern Cyprus, occupying this post from 2015. Prior to that, he headed the operator BeST, a subsidiary of Turkcell in Belarus. In 2009, he joined Turkcell's Global Tower company, becoming a deputy director of sales and business development. Mr. Yazici also served as Deputy Director General, and later headed Global Tower as General Director.

In 1993, Ismet Yazici began to work as a development engineer at Nortel Netas. From 1995 to 1999 Mr. Yazici worked at the International Sales and Marketing Department and was a manager of the Nortel Netas Romanian office from 1997 to 1999. He also gained experience working as CDMA product marketing manager at Nortel Networks Richardson, USA, where he worked from 1999 to 2003. Below he worked as Director of Product Marketing and Business Development Nortel Networks at EMEA.

Ismet Yazici received a law degree from the Istanbul University. This education helps him to navigate in the legal field and understand the legal logic. He also received an MBA in International Marketing and Management from the University of Texas at Dallas. He also studied political science, which helps to better understand the culture, politics and people of the countries in which he works. Engineering experience is based on BSc Electronics Engineering degree from Hacettepe University, Ankara, Turkey.

ANSWER THE FOLLOWING QUESTIONS:

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

For decades business in Ukraine, and I mean the real business, was always fighting for its fundamental rights – to invest, operate and expand – serving the people and economy of the country, creating jobs and bringing innovations, providing technologies and unique products. Yet, business had also always to be a successful business, for both its own and the state stakes. But all this time with a huge lack of mutual trust between business and authorities, with a poor and corrupted juridical and regulatory systems, business had always relied on itself. Thus formal or semiformal business formations became so crucial in Ukraine. And ACC has truly deserved to be one of the most effective and influential platform for business, international and local one, to develop an open and constructive dialog between business and Government, and unite interest of numerous investors and businesses operating in Ukraine.

Now Ukraine has got a new leadership and unprecedented opportunities for changes to transform into a successful country with a growing economy and happy people. The role of business and new investors will be very important to reach all these goals. But as never before long time anticipated reforms in various fields have to be complete, archaic regulations and laws have to be changed, and a rule of law and basic principle of a free and competitive market have to be granted to all existing and new businesses in Ukraine. So the role that ACC plays is even more vital now being able to lead all voices of business as one.

What motivates you to be a Chamber Board Member?

Since the time I moved to Ukraine I have been always excited to be the part of all positive changes that happened in Ukraine the recent years. Ukrainian people keep struggling and sacrificing their lives for their right to live in a successful, prosperous and happy country. Heading lifecell for almost three years I can see all benefits that we have brought to the country, investing in a new digital infrastructure of Ukraine, providing subscribers, business and a state with our 4.5G internet and all digital services.

Our team was the first among all Ukrainian operators to launch LTE mobile services in Lviv in March, 2018, as well as offering 4.5G services simultaneously to more than hundred Ukrainian cities on July 1, 2018. Nowadays our LTE network already covers the population of 28 million Ukrainians. And just recently in Mariupol at the Investment Forum I was the first to sign a Memorandum between Ukrainian Government and four mobile operators that finally opens the way to deliver LTE services to millions of Ukrainians leaving in rural areas, thus 90% of population will benefit from the 4th generation of mobile Internet.

I always believed that there should not be any technological gap between big cities and small villages. And I always believed in freedom of consumers' choice as well as in a free and competitive market. Ukraine already lost almost 15 years with launch of 3G in the country. Who will pay for years of missing access to online education for one generation of kids? And for a decade of lost opportunities for new tech and telco driven business? Though our company as mobile operator was ready to act – the regulatory field was not.

I can see that telco market is not the only one in Ukraine that struggles to bring necessary changes and removed all barriers. So that motivates me to apply for the ACC Chamber Board and expand my vision and competences beyond telco market – to join the team of change makers that will contribute to development of a free and competitive economy of Ukraine.

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

I am well experienced to work in business internationally in versatile telecom markets in the US, Turkey, the Northern Cyprus, Belarus and now in Ukraine. Many of these markets had something in common in terms of challenges and barriers there were facing comparing to the Ukrainian one. But some of them, like a very liberal nowadays Turkish one, or a state regulated in Belarus, successfully overcame all obstacles. And I believe Ukraine can also do that, especially with a declared course for digital transformation of the country.

I am in a good position for being able to differentiate opportunities from unnecessary risks, destructive from effective, and I am not limited by the telecommunication industry only. I have wide experience in global business, which requires regulation - like telecom or energy - and I am able to transfer the accumulated knowledge to Ukrainian market. I believe my experience in engineering and law would help to contribute much more than just a telecom person or just as a legal person can do, but a professional leader with international cross functional experience and worldwide vision.

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

lifecell team representatives have always been actively involved in work of ACC committee, in particular focusing on telecom and related tax issues. I have also been in regular communications with ACC president discussing most actual telco and business issues of the country.

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

IT and Telecom

To improve the environment for the further development of a sustainable and well-regulated Information and Communications Technologies sectors in Ukraine.

Competition

To improve antimonopoly regulation in Ukraine in accordance with international standards in order to promote economic competition and facilitate doing business.
