



Fedir Serdiuk

CEO

First Aid FAST LLC

BRIEF BIOGRAPHY:

[Fedir Serdiuk](#) was born on June 2, 1995, in Odesa. He is an entrepreneur, focused on safety issues, first aid expert and World Economic Forum Global Shaper.

In 2012, while studying at Odesa National University Fedir began his legal career. In 2014, with the beginning of the war in the East of Ukraine, he withdrew from University to receive provide first aid and tactical medical training for the Ukrainian military, Special Operation Forces and later police personnel.

To fund his volunteer activities, in 2015 Serdiuk founded FAST. FAST saves human lives by providing high-quality practical first aid training, consulting and innovations in the safety area.

Today, among the clients of FAST there are more than 100 companies, including leading international and Ukrainian businesses: Metro Group, Kernel S.A., Metinvest B.V. companies, DTEK, PepsiCo, Carlsberg,

Ukrnafta, UGV, etc. Each year thousands of people receive life-saving skills from FAST experts. FAST is an ACC Official Service Provider. Fedir serves as CEO of FAST currently.

In 2017 Fedir co-developed ZHGUT — the first in the World first aid chat-bot and co-founded Reskits LLC, a company to save lives by supplying its clients with modern first aid kits and defibrillators.

Serdiuk is a member of the Global Shapers Community. In 2019 he was chosen to represent the Community at the World Economic Forum Annual Meeting at Davos. In 2019 Fedir joined the Board of Vision Zero Ukraine organization, the chapter of the worldwide industrial safety initiative of the International Social Security Agency.

Fedir also serves as a pro-bono Advisor to the Minister of Finance of Ukraine. In 2020 he was nominated for the first national Forbes 30 under 30 list.

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

1. The American Chamber of Commerce in Ukraine is an island of peace in the storm of Ukrainian political life. Being part of ACC means to be the first to hear the sound of changes and have enough time to react
2. Also, membership in ACC makes your voice be heard in the noise of the government's rooms
3. When I say ACC, I mean "people". Wonderful selection of creative like-minded people from different industries and cultures makes Amcham a great place for new deals, partnership, and furthermore — friendship

What motivates you to be a Chamber Board Member?

1. Some of the zones of the Chamber's activity can be significantly empowered with my skills, networking, and energy. International cooperation strengthening means more opportunities for all of us. Why not help, if the only thing missing is the mandate?
2. There are lots of SMEs in ACC, do you hear them? I want us to be represented
3. There are different people in Chamber, can you see them? I believe Chamber to be more inclusive

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

I feel qualified because:

- You are my clients. Many of you are: Carlsberg, PepsiCo, Metro Cash & Carry, Kernel, Metinvest, Unilever, Red Bull and many more very well known brands trust my FAST company to make their employees superhero on our first aid training
 - I am different from you and it is O`k. As I never been an ACC board member before yet, I have some different unique experiences. And I am committed to use it for the development of our community
 - I still see interesting and challenging things to add to Chamber and have time and energy to help doing it
-

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

- We performed first aid training for Chamber employees
- Together with the HR committee co-organize events for the members
- FAST is an Official Service provider of the Chamber
- I promote the Chamber's brand in Davos and all other available sites

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

I would like to be responsible for strategy and business development, marketing, and communications. Among the committees, which I prefer there are Human Capital and Sustainability Committees
