



Marina Lyashenko

General Manager

Michelin Ukraine

BRIEF BIOGRAPHY:

Marina Lyashenko is a General Manager of Michelin Ukraine. Michelin Group has 9 R&D centers, 117 production sites in 26 countries, a commercial presence in 170 countries and 124,000 employees worldwide. The Group's responsibility is embodied by its Sustainable Development and Mobility strategy and aims to make 100% Michelin tyres sustainable by 2050.

Mrs. Lyashenko is proud to be the first woman and the youngest General Manager in Michelin history after over 15 years' experience in Sales and Marketing, People Management in the international FMCG (Procter&Gamble), Pharmaceutical (Perrigo Company) and Tyres business.

In addition, she is delighted to be nominated in rating "TOP 100 Successful women in Ukraine" by European Association of Business Development and "Manage of the Year 2019" by National rating League of the Best.

Mrs. Lyashenko was born originally in small city Poltava. She got her Master's degree of Economics first in Kiev National University of Trade and Economics and then second degree in France at the University of Clermont Ferrand.

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

I truly believe that membership in the American Chamber of Commerce is important for business operating in Ukraine. Numbers of reasons could be stated, but I would like to stress on tree key of them:

1. Sharing is caring.
Membership in ACC allows other Companies to connect, share their business experience, best practices, and support each other.
2. Great people connection.
There are always amazing people behind the company. People who make changes and create trust.
ACC Membership is a great concentration of this kind of people where they can meet each other and make synergy together.
3. Driver of the economic development on the national level.
ACC voice is a great opportunity of Member companies to be heard on the government level. United together, Members are creating the strong power to lobby economics legislation, investments, environment protection and government support development

What motivates you to be a Chamber Board Member?

I have been the ACC Member for the last 15 years of my career. Starting at Procter&Gamble as a Sales Manager, then at Omega Pharma (Perrigo) as a Commercial Director and now as a General Manager at Michelin.

As a result, I personally know and can advocate the impact of the ACC Community that it made on my live by networking, education and strong career development.

As a response, that ACC made in my live, I would like to contribute to the Community by creating the added value I can provide.

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

I believe what qualifies me to serve the board is more than 15 years experience in the international business development. Having knowledge of the best practices all over the world in networking and business, I'm aiming to bring added value with these practices in Ukraine in our community.

In addition, having wide personal network in Ukraine and abroad, I would share my connections with ACC community members for their development and needs.

Nevertheless, having the fresh look from the international perspective, being "networking geek" also by performing networking educational seminars and workshops in Ukraine, UK and Europe (Holland, France) I believe I could be helpful for the Members.

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

I have been the ACC Member for a last 15 years, participating in the Community events, educational seminars, and online activities.

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

Sustainable development of the companies, countries and communities is one the key goals of my personal mission, as well as Michelin Group that provides numbers of initiatives in these areas.

I would be honored to be responsible for Sustainability Committee that is very new and has great future perspective and potential, as well, as important impact in the Community.
