



Sergey Martynchuk

General Manager

Cisco

BRIEF BIOGRAPHY:

Sergey has been working for Cisco in Ukraine since 2008. In 2019 Sergey headed Cisco's office and as General manager for UBMA region currently is leading a team responsible for the company's solutions and technologies promotion, channel and distribution networks development, marketing activities coordination and overall business management in Ukraine, Belarus, Moldova, Armenia and Georgia.

Sergey aims to strengthen the company's position in the digital transformation market by developing cross-sectoral cooperation and supporting strategic projects. As a result, today Cisco Ukraine is one of the leading stakeholders in the digitalization movement on the Ukrainian market, a key partner of a number of IT-initiatives and projects in the field of digitalization. The company supports corporate large-scale acceleration program for IT companies "Recharge IT", ".n Cubator", Cyberschool Ukraine, special program for CIOs "Open The Future", an academic program for financial market with a focus on open banking, etc.

Sergey is a member of the CEO Club Ukraine business community.

Also, Sergey is a regular speaker of leading IT-events and a mentor at incubation programs. Being a Board Member at YEP – a network of academic business-incubators and at MediaTech-startup Gravitech, he oversees the development of startup and entrepreneurial movement among students.

Sergey graduated with honors from the Faculty of Informatics and Computer Science of NTUU "KPI" and is a graduate of the International University of Finance with a degree in Finance. In 2021 took a part in UCGA Board Direction program.

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

It is obvious that Ukraine is becoming more and more integrated into the world economy. That means that Ukrainian business should be transparent, successful, value based and competitive. You can call it entry criteria but at the same time it is a core that unites companies inside Amcham.

Important to mention that American Chamber of Commerce is not only community. It's a «voice» or loudspeaker which helps businesses to be heard by the government and even by each other. Amcham is setting the bar in many aspects and business should be part of it in order to benchmark themselves against the best.

What motivates you to be a Chamber Board Member?

Few years ago I've asked my team to answer why they come to the office and why they are trying to make the job done at the highest level from year to year. We spent many hours trying to come up with a simple answer. And our **Why** is the following: We make Ukraine comfortable, attractive and safe. **How**: Together with our Partners we are bringing the digital era closer to our Customers. And that is my personal "Why" as a General Manager. To achieve this, I want to use any and every opportunity. And clearly that in most of the cases it is out of day-to-day Cisco's business.

AmCham is a place where positive impact can be magnified and delivered to many people. Here I want to help Ukrainian business be more digital and safer = more attractive = more successful. My strong expertise in digitalization allows the company to contribute to the digital transformation of society and business environment.

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

I already serve on the Board of several organizations. Predominately those are startup community (incubators, accelerators, startups, etc.) By having this unique experience, I can connect several unconnected worlds together bringing the most out of each: big international business, local Ukrainian business, government, NGOs, startup community.

I'm proven business leader with a successful track record of driving innovation in sales, marketing and channel development. Combination of strategic thinking approach with a sales experience result in great ability to transform visions and strategies into tactics that will be bought in and executed by the teams.

I'm positive thinking, energetic, consistent, decisive, open-minded, creative and adaptable when tackling problems, with excellent people management skills.

Recently I've graduated from UCGA Board Direction program.

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

Cisco is taking active part in the Information Technologies Committee. We are among official service providers for AmCham empowering with online video conferencing solution.

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

I would like to be responsible for the Information Technologies Committee and participate in the Human Capital and Intellectual Property Rights Committees.

Among other activities that I'm interested in is Business Education (People Management, Sales, Marketing).
