



**YOUR FULL NAME:**

Sergii Martynchuk

**YOUR JOB TITLE:**

General Manager

**YOUR COMPANY:**

Cisco

**YOUR BRIEF BIOGRAPHY (250-300 words):**

Sergii has been working for Cisco in Ukraine since 2008. In 2019 Sergii headed Cisco's office and, as General manager, is currently 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.

Sergii 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.

During wartime, Sergii focused the business of Cisco on initiatives and priorities important for the Country's defense. Mainly, such initiatives are in the field of cybersecurity, providing connectivity where needed and critical infrastructure defense.

Sergii is a member of the CEO Club Ukraine business community. Also, in 2023, he participated in the Aspen "Responsible Leadership" seminar and became a member of the Aspen community.

Sergii is a regular speaker at leading IT events and a mentor at incubation programs. Being a Board Member at YEP – a network of academic business incubators and at several IT startups, he oversees the development of startup and entrepreneurial movements.

Sergii 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.

## ANSWER THE FOLLOWING QUESTIONS:

Why do you think membership in the American Chamber of Commerce is important for businesses 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 a community. It's a «voice» or loudspeaker that 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 the Chamber Board Member?

If we ask Cisco team in Ukraine why they come to the office and why they are trying to get the job done at the highest level from year to year answer would be the following: "We make Ukraine comfortable, attractive and **safe** by 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. Clearly, in most of 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 the business environment.

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

I have been doing this for the last two years.

In terms of education, I've graduated from UCGA Board Direction program. Also, I already serve on the Board of several organizations.

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

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

I have been a member of the Board of Directors, running several Committees.

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

I would like to be responsible for the IT Committee.

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Are you a member of the Board of Directors of similar associations?

No

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