



YOUR FULL NAME:

Sonya Soutus

YOUR JOB TITLE:

Managing Director, Kyiv

YOUR COMPANY:

APCO Worldwide

YOUR BRIEF BIOGRAPHY (250-300 words):

Sonya Soutus is managing director of APCO Worldwide, Kyiv. In a career spanning over 30 years, she has led communications, public affairs, government relations, brand communications, M&A communications and CSR strategies for multinational corporations, as well as building and restructuring teams to meet the changing demands of those corporations. Ms Soutus notably served as Chief Public Affairs and Communications Officer for The Nature's Bounty Company (A Carlyle company), having also spent twenty years with The Coca-Cola Company, most recently as Senior Vice President, Public Affairs and Communications for the Coca-Cola North America Business Unit.

Prior to joining The Coca-Cola Company in Ukraine, Ms Soutus served as Group Director with Burson-Marsteller in Kyiv, where she led public education programs for USAID and later helped establish the agency's



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first commercial office in that country. She also served as the first Press Officer for The Ukrainian Greek Catholic Church in Rome and Ukraine.

Ms Soutus has worked in Ukraine as a consultant for various Ukrainian and foreign businesses and lives in Kyiv with her husband and daughter. She is an American of Ukrainian descent. Ms Soutus is a recipient of The Order of St. Olha second degree from President Volodymyr Zelensky and The Order of St. Olha third degree from President Victor Yushchenko.

ANSWER THE FOLLOWING QUESTIONS:

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

Without a doubt, the American Chamber of Commerce is critical to the success of any American business operating in or looking to enter Ukraine. The Chamber's ability to advocate for business to the Ukrainian and American governments at every level and to support the development of business in Ukraine is catalytic. As Ukraine has developed more and more into a free market economy, the American Chamber of Commerce also supports Ukrainian businesses in adapting to the expectations of foreign investors and Western partners. The American Chamber of Commerce enables businesses to bring together industry partners and overcome industry challenges in a constructive manner. I believe the Chamber is essential to Ukraine's reconstruction and development efforts.

What motivates you to be the Chamber Board Member?

The people of Ukraine have proven themselves to be more than ready to join the European Union and the global business community. Great progress has been made, and there are more exciting developments ahead. APCO Worldwide has been a member of the Chamber and active on Ukrainian issues for years. As an American firm, it is very well placed to support companies looking to enter and operate in Ukraine while tapping into reconstruction and economic development opportunities. I began my career in Ukraine in 1991 and have been impressed with the development of the business community and its professionalism. Having worked for Fortune 100 companies, the opportunity to be a part of the dynamic business community in Ukraine is incredibly inspiring and motivating. Ukraine wins when business in Ukraine wins, and I want to be a part of that effort and help with that development.

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

I have been honored to have a career working for Fortune 100 companies. I began my 20-year career with The Coca-Cola Company in Ukraine and then worked in private equity for a Carlyle-owned company. It was a time of great development for business in the areas of expansion to new countries, mergers and acquisitions and corporate social responsibility. Having spent the last five years in Ukraine consulting with some Ukrainian companies, I believe the skills I have honed in my over thirty-year career can be of help to



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the further development of Ukrainian business. I believe in Ukraine and I very much want to help bring more investment into the country. Helping to present Ukraine as a fantastic place to invest and help Ukrainian businesses thrive and prosper is something I believe my skills can support well. I have lived in Ukraine for 18 years over the time of independence and I have stayed during these last years of war. I want to see Ukraine succeed and I want to be a part of helping businesses in Ukraine thrive.

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

When possible , I have been a great supporter of the American Chamber of Commerce. Since I have returned to Ukraine , I have participated in many events

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

I would be happy to participate in or lead one or several committees including Consumer Goods, Food and Beverage, Media & Communications or Sustainability. I have experience in each of these areas.

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

No
