

**YOUR FULL NAME:**

Olga Ustynova

**YOUR JOB TITLE:**

CEO

**YOUR COMPANY:**

PrSJC "VF Ukraine"

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

Olga Ustynova - CEO Vodafone Ukraine Group of Companies since 2016 till present time. I have 25+ years of experience in telecommunications. Graduated from Odessa National Academy of Telecommunications, Economics Engineering Major, I held various management positions at Ukrainian and international telecommunication companies. Prior to joining Vodafone I worked in Ukrtelecom national fixed services provider, Astelit mobile operator and MTS Group leading the MTS UA Kyiv Branch and later MTS Far East multinational team.

At Vodafone I was in charge of strategic business projects, including 4G rollout, launch of fixed-mobile convergent services, development of smart solutions for various industries, virtual private networks, IoT, data intelligence & cloud services.

Under my leadership Vodafone UA acquired several fixed internet providers and has grown into a group of companies (comprises Vodafone wireless services, VEGA and O3 gigabit internet (GPON), Vodafone Retail network, IT SmartFlex software development & integration). Vodafone UA also entered global capital market (through successful \$500 million Eurobond issuance).

Since Russian invasion in 2022 - under continuous damage of telecom infrastructure close to combat areas and interruption of electricity supplies Vodafone UA manages not only to maintain sustainable network operation, but increases investments into network development (€7,4 billion since 2022 till present).

## ANSWER THE FOLLOWING QUESTIONS:

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

I am absolutely sure that professional communities, such as American Chamber of Commerce, are a strong instrument of influence that can help businesses to stay resilient in turbulent time. Amcham is in a position to consolidate efforts and resources of business community to face emerging challenges and establish effective dialogue between business and government institutions. This becomes even more important in wartime, when consolidated quick decisions and action are required.

What motivates you to be the Chamber Board Member?

Today the world's spotlight is on Ukraine because of war. However, we are thinking about renovation of the country. Ukraine - is not just a country in war. It is also developed telecom and IT industries and highly professional people. Today there is growing demand for digital services as more businesses and people go online because of war. As a head of a technological company, I see many more opportunities for digital services & smart solutions in different fields for the future renovation of the country and its economy. Vodafone UA is a local company that has global reach and access to most advanced digital technologies through Vodafone global. I am eager to join efforts with fellow companies - Amcham members - to implement these technologies for the digital upgrade of Ukraine.

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

I believe I can bring real value to AmCham's efforts to support business working in Ukraine.

Vodafone's technological and wartime experience is unique and will be valuable to others in terms of operating in circumstances which require quick response and dramatic changes of business processes, approaches and philosophy. I am ready to share my knowledge and personal experience so that our country wins and our world and planet stay long.

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

Working out consolidated industry approach to 4G rollout removing digital gap, development of industry legislation, building up efficient communication with the industry regulator and governmental bodies in charge of digital transformation, working out 5G implementation strategy.

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

IT & Telecom.

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

No.

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