

THE LEADER

Rekut: The chance for creative control

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began developing computer games.

RJ: How did you get into marketing?

AR: It happened all of its own accord. In 1992-93, the word "marketing" wasn't even widely known here. When I came to work at the Italmoda salon, which wasn't called that then — the name and logo were thought up by me — I was essentially working in marketing, even though it wasn't formally called that at the time.

Obviously, I was also involved in management. As the head of a department, I had to manage the services we hired too.

I came to the conclusion that this was the job for me. It gave me a chance to be creative, while at the same time allowing me to control the process.

RJ: What made you decide to get into real estate?

AR: To tell the truth, I never planned to work in the real-estate sector, but the general director of Kvartal simply won

me over with his personality and his business vision. He's someone who has worked on serious mathematical problems and who graduated from the Military Engineering and Space University. That says a lot.

His idea is to build a non-antagonistic environment in which three different groups of the population can live together: That is to say, the upper and middle classes and the pensioners, who form a class of people who gave their lives to the state but now are not in a position to look after themselves.

They don't have the money to repaint the entrances to their buildings, for example, or to get new plumbing installed, or to pay the kinds of prices in shops that would encourage a better level of service.

What often happens is that these people are resettled elsewhere; but this destroys the demographic structure of a district. If you're always replanting the trees, they never manage to put down roots.

Having these people living in the area helps to preserve the wealth of cultural and moral traditions that characterized old

Moscow districts.

Our idea is to keep these people where they are rather than resettling them elsewhere. To make this possible, we build one commercial residential building and a two-section municipal residential building, one section of which is for people being moved out of the old five-story apartment blocks that are being demolished.

This ensures that the demographic structure isn't destroyed and even improves it, because it helps bring money into the district, making it possible to tend to yards and roads.

RJ: You are head of the marketing department. How would you characterize your management style?

AR: We work as a team in our department. It's hard to impose your opinion in marketing. This is a job that requires a certain creativity, and the creativity of just one person is usually not enough for a big company.

You have to handle creative people carefully. I'd say that that is how I relate to my subordinates, though, when it comes down to it, management is about choosing someone to do some-

thing, and so I do set the main coordinating lines.

Within this framework, though, I leave the field open for my subordinates' creativity.

RJ: What are your main ambitions? Do you dream of saving up and then getting yourself a nice home and dog? Or do you want to open a big boss yourself and open your own company?

AR: Sooner or later, all big bosses retire, and they all end up eventually getting themselves a nice home and a dog. It's hard for me to answer that question now, because right now I want to take a break and take some time off, but once I've had a break, I always want to work again.

RJ: What do you consider your greatest professional achievement?

AR: If we're talking about this company, I have some things I can be proud of. I was always interested in working out the effectiveness of marketing and advertising.

Here, we've developed an effectiveness-evaluation system, and we already have results. Last year, for example, output on the real-estate market grew by 7.8 percent, and our own company's output increase was 7.2 percent.

At the same time, our sales volume grew by 50 percent, while that of our closest competitors rose by around 20 percent.

Our level of expenses increased by 25 percent in 2002, and 15 percent of that increase was due to tax and price rises.

We did not increase our amount of advertising. So this 30 percent increase obtained through very small expenditure is my main professional achievement at the moment.

I'm proud that I was able to develop this effectiveness-evaluation system.

RJ: Do you feel the itch to try something new?

AR: Marketing uses tools that are universal. Each market has its own specific features. The real-estate market, for example, is very specific. The IT market, which I worked in, is also specific, but not to any great degree.

You can apply the tools used in marketing to any area, and effectiveness evaluation goes on in any area.

There are no doubt plenty of sectors I'd find interesting to work in, but whatever happens, I won't part with marketing. Of that, I'm certain. ■

Appointments

Does your company have an appointment to announce? Email it to: oksanab@russiajournal.com.

... APPOINTMENTS

... APPOINTMENT

IBS

KIRILL YEVSTIGNEYEV

Kirill Yevstigneyev has been appointed consumer market development director at IBS.

IBS began promoting its solutions and technology at consumer goods companies in 2002.

In January 2002, the company set up a department to work with consumer goods companies. Until now, Deputy General Director of IBS Alexander Zaporin was responsible for general coordination of the department's work.

Kirill Yevstigneyev was born in 1970 and graduated from the geography faculty of Moscow State University in 1993.

In 2002, he graduated from the European Management Center in Brussels.

Before joining IBS, Kirill was commercial director at Ochakovo Dairy Plant (2000-2002). He was in charge of creating and overseeing sales, supplies and retail logistics operational control systems, coming up with and managing the company's marketing policy, and introducing and implementing new business projects.

From 1997-2000, Yevstigneyev worked at Rusmed/Optomir, where he was purchasing and marketing director and then sales department director. From 1996-1997, he was sales manager for the company Tambrands.



... APPOINTMENTS

R STYLE

VASILY VASIN

Vasily Vasin has been appointed general director of R-Style Company.

This gives Vasin two positions within R-Style: general director of R-Style company and president of the R-Style Group.

GENNADY CHIBISOV

Gennady Chibisov, who worked for R-Style Company as general director, is presently on vacation.

The company will make a later announcement about his new position.

ALEXANDER KIREEV

Alexander Kireev has been appointed deputy general director of R-Style Company.

Before this position he was head of sales department in RSI Distribution Company, also within R-Style Group of Companies.

At R-Style Kireev will be in charge of the marketing department, sales department and solutions department.



VASILY VASIN

BANK OF MOSCOW

ANDREI KRASNOV

Andrei Krasnov has been appointed vice president of the Bank of Moscow by the Russian Central Bank.

Before this, Krasnov was head of the bank's retail business department. In his new position, Krasnov will continue to oversee development of the bank's retail business.

Krasnov was born in Moscow in 1970. In 1995, he graduated from the Russian National External Financial and Economic Institute. He has been working in the banking system since 1993.

Krasnov began his banking career at Inkombank, making his way up from economist to director of retail products sales.

He joined the Bank of Moscow in July 1999 as retail business director.

In December, Krasnov was appointed acting vice president and director of the retail business department, and in March 2003 was confirmed in this post by the Central Bank.

Дни открытых дверей:

19, 26 апреля

17 мая

в 11:00



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