

**LEADER**

# Appointments

... APPOINTMENT .....

**MICROSOFT, RUSSIA AND THE C.I.S.**

ORLANDO AYALA

Orlando Ayala has been appointed the head of the Small and Mid-Market Solutions and Partners organization of Microsoft's representation in Russia and the C.I.S.

Ayala is a member of Microsoft's Business Leadership Team, a group that shares responsibility with Steve Ballmer, Microsoft's president and CEO, for broad strategic and business planning for the entire company. Ayala serves as group vice president of Worldwide Sales, Marketing and Services. The Worldwide Sales groups provide leadership on strategies, policies and programs that integrate the activities of Microsoft's sales and service partners with the needs of customers throughout the world: Enterprise customers, small and medium organizations, educational institutions, application developers and consumers. In addition, all three of Microsoft's major business regions report to Ayala.

Ayala manages Microsoft's product-support services. He also oversees the Network Solutions Group, which is responsible for sales and licensing of telcos, ISPs and network-equipment providers. Prior to this, Ayala served as senior vice president for the South Pacific and Americas Region.

Ayala joined Microsoft in May 1991. He has earlier held the position of senior vice president of Microsoft's Intercontinental Region, where he was responsible for investment and growth strategies in developing markets such as Africa, India, the Mediterranean and Middle East, Latin America, Southeast Asia and the South Pacific. Within three years, the Intercontinental region doubled in growth from \$500 million in revenue to more than \$1 billion.

Ayala started his career with Microsoft as senior director of the Latin America Region, where he developed the region from two to nine subsidiaries over a period of four years. During that time, regional revenues increased at a compound rate of 90 percent.

Prior to joining Microsoft, Ayala spent 10 years with NCR Corp. He held various international assignments, including as sales director for NCR Mexico. From 1985 to 1988, he was a product and sales manager at NCR's headquarters in Dayton, Ohio, responsible for NCR's UNIX product line in Africa, Latin America and the Middle East. Ayala holds a bachelor's degree in management-information systems.



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**COMPULINK**  
LEONID YUKHNEVICH

Leonid Yukhnevich, the director of USP Compulink, has been appointed director of state-owned company NII Voskhod.

According to Mikhail Lyashch, Compulink's other director, Yukhnevich's new appointment will not lead to any significant organizational changes at the company, as it has been preparing for the event for some time.

"Up until now, Compulink's activities were run by two directors, Leonid Yukhnevich and myself," Lyashch said. "We had agreements on division of responsibilities for developing particular aspects of the business. With Leonid's departure, his management functions will be reassigned within the company's management team."

Compulink's team wishes Leonid Yukhnevich every success in his job.



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*Have an appointment to announce? Send an e-mail to oksanab@russiajournal.com.*

... APPOINTMENT .....

**IBS**  
MARCO BURKHARDT

IBS, an IT and consulting leader in Russia, announces the appointment of Marco Burkhardt as executive vice president and deputy CEO. He will be in charge of developing IBS' business in creating corporate governance systems using the comprehensive solutions of mySAP.com.

Burkhardt was educated in Moscow. He graduated from the Moscow Institute of the Power Industry's Department of Physics and Power Technologies. Before joining IBS, Burkhardt worked for eight years as head of SAP C.I.S., SAP AG's branch for Russia and the C.I.S. Under his leadership, the company developed into a leading supplier of business software in Russia and the C.I.S.; its staff increased to 300 people; and it attracted over 150 clients and dozens of partners. Burkhardt also worked for the SAS Institute as director of operations in Central and Eastern Europe.

"My coming to IBS is a logical continuation of my work in the field of business governance aimed at further development and application of practical experience gained in project implementation. Besides, my desire was to continue my career in Russia because here, unlike in the West, IT market is really developing which is why it is interesting to work," Burkhardt said.



Special to The Russia Journal

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**INGOSSTRAKH-SOYUZ BANK**  
VLADIMIR SMIRNOV

Vladimir Smimov has been appointed deputy chairman for information technology at Ingosstrakh-Soyuz Bank. This position has been created to meet the demands of coordinating and implementing a unified technological base — a task that has become essential as Ingosstrakh-Soyuz Bank is in the process of uniting with Avtovazbank (Nizhny Novgorod), Sibregionbank (Irkutsk) and the Narodny Bank Sberzheny (Moscow).

Smirnov was born in Moscow in 1973. In 1996, he graduated from the Moscow Energy Institute as an engineer specializing in thermal physics. From 1996-1998, he worked at Avtobank, where he was first engineer and then deputy director of the personalized plastic card management department. From 1998-2001, he headed the plastic card department at AKB Amobank. From 2001-2002, he was head of plastic card management at the Federal Industrial Bank. He became information technologies department director at Ingosstrakh-Soyuz Bank at the end of 2002.

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