

## Motivation letter: the SPIBA Executive Committee membership



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Dear Ms. Khabacheva,

Dear SPIBA members,

With this letter I kindly ask you to consider my candidacy for the position of the SPIBA Executive Committee member.

Over the past 10 years, I have been working in the international consulting company SCHNEIDER GROUP. Half the term, our company has been a member of SPIBA, and as an employee directly responsible for business development in St. Petersburg, I maintain close communication with SPIBA, am acquainted with many member companies and follow SPIBA activities from the very beginning of our collaborative relationship.

The years of fruitful cooperation have convinced me that this business association is the most productive, active, and diverse in St. Petersburg, closely following current business events and promptly responding to the needs of member companies.

I admire the work of the SPIBA team, envisage myself being a part of it, and believe that my versatile activities in SCHNEIDER GROUP, many years of experience working in sales and B2B, extensive network of contacts in many countries of the world, ambition, energy, and a fresh perspective on the further development of SPIBA will serve as the pillar of my successful work as the Executive Committee member.

With regard to my current tasks as the head of SCHNEIDER GROUP business development department, my key activity at the moment includes attracting clients, encompassing not only the very first stage of concluding a deal but also full further support of the client project.

Moreover, I have extensive experience in organizing and accompanying foreign delegations from Europe. One of my recent projects successfully completed in 2020 is carrying out the roadshow in Germany, aimed at increasing the appeal of the Northwest region and attracting customers and partners.

Besides, my activity is related to business process organization for branches and subsidiaries of foreign companies in Russia (e.g., engaged in areas such as automotive industry, construction, import, logistics, and retail sales). While managing and coordinating activities of several foreign companies, I establish negotiations between the company's head office and offices in Russia, as well as coordinate employees of local offices and find effective solutions to problems connected to cooperation with suppliers, government agencies, and business partners.

My motto: If you genuinely believe in what you do, you will succeed. I wholeheartedly dive into all tasks and take on any challenge that comes my way; I am sure the same attitude will extend to my work in the Executive Committee.

In addition to all of the above, I would like to note that SCHNEIDER GROUP is an international consulting company with actively operating offices in 9 countries (Russia, Belarus, Poland, Ukraine, Kazakhstan, Armenia, Uzbekistan, Germany, and Austria) and representatives in some other countries. Owing to this, upon joining the Executive Committee, I will be able to support the expansion of SPIBA's visibility outside of Russia.

As part of my future activities in the Executive Committee, I also plan to attract SCHNEIDER GROUP experts from other countries to exchange business experience with SPIBA members on a regular basis. Our company provides a full range of back-office services, thus, has expert knowledge in finding solutions to problems that are relevant to both international and Russian companies, which will allow SPIBA members to access first-hand information from different countries.

I really hope that you show support for my candidacy. Should my membership be approved, I will be glad to immediately take up new responsibilities and direct my unflagging energy into the further successful development of SPIBA.