

## **New Principals in the Moscow office**

### **Roland Berger Strategy Consultants expands the number of Principals in the Moscow office**

**Georgy Babilashvily** joined Roland Berger's Moscow office in 2002 and is now responsible for the development of the Consumer Goods & Retail Competence Center in Russia. He has over six years of experience in strategy consulting. He advises leading Russian and international retailers on strategy development, business planning, and processes optimization. The second main issue tackled by Georgy is interaction with private equity firms.

Prior to joining Roland Berger Georgy worked in Shell/Wavin (Netherlands), Kroll-O'Gara (Moscow, USA) and Unilever (Moscow). Georgy Babilashvily graduated from the Plekhanov Russian Academy of Economics and from Hanzehogeschool van Groningen (Netherlands). He has an MBA from INSEAD (France).

**Natalia Gerashchenko** has over five years of experience in strategy consulting and co-leads Financial Services Practice in the Moscow office. Her areas of expertise include strategy and business planning, organization and business processes, financial modelling, and market entry as well as post merger integration.

Before joining Roland Berger Natalia was Strategy Advisor to the CEO of Societe General Group. Natalia Gerashchenko studied Finance and Credit at the Moscow State University of International Relations. She also has an MBA from the University of Northern Iowa.

**Nikolay Grachev** has been with the Roland Berger's Moscow office since 2005. He focuses on strategy consulting of leading European and Russian energy companies. Prior to Roland Berger, he was a consultant at the Berlin office of McKinsey.

Nikolay studied business and economics at the Berlin Humboldt University and St. Petersburg University of Economics and Finance. He has a Master's in Political Theory from the London School of Economics and Political Science (LSE).

**Alexei Grigoriev** has been working with Roland Berger since 1999. He advises Russian and multinational companies mainly from automotive and assembly sector. With more than nine years of experience in strategy consulting, Alexei has vast expertise on corporate strategy development, mergers and acquisitions, implementation of sales and marketing strategies.

Alexei Grigoriev studied at the State University for Economics and Finance (St. Petersburg) and at the University of Saarland in Germany.

**Nadezhda Larina** co-leads Roland Berger's Metals and Mining Practice Group in Russia and Ukraine. She has over six years of experience working with international producers and the largest mining and metallurgy companies in the region, both on audit and management consulting issues. Her specialties include development of market and product strategies, business process reengineering, and operating excellence.

Nadezhda Larina joined Roland Berger in 2005. She started her career in KPMG as an Auditor and then became Senior Auditor. She studied International Business at the State University of Management (Moscow). Nadezhda is a certified IFRS Auditor (ACCA) and a lecturer at the State University of Management in Moscow.

**Alexei Nesterenko** has about 11 years of experience in management consulting. He advises media, IT and telecommunications companies on marketing and sales operations, value-based management, IT-driven business transformations and IT solution strategies for ERP, SCM and CRM systems. Prior to joining Roland Berger, Alexei was a head of SAP Business Consulting in Russia, where he honed his skills in business strategies, IT organization and performance management.

Alexei studied technologies at the Kurgan International University and corporate management at the Higher School of Economics (Moscow), as well as received his MBA from the University of Bath, where he specialized in competitive strategies and organizational structures for hi-tech companies.

**Yuri Poukha** has over 10 years of experience in management consulting. Prior to joining Roland Berger in 2008, Yuri advised large telecommunication companies while working for Accenture and A.T. Kearney on the issues related to operational excellence, CRM, sales, customer care, IT strategy, and organization.

Yuri Poukha studied at Moscow Engineering Physical Institute. He has an MBA from London Business School.

**Sergei Safonov** joined Roland Berger's Moscow office in 2003 and now co-leads its Financial Services Practice. He is very experienced in projects for market and competition analysis, financial models, due diligence, business plan and strategy development. Before joining Roland Berger, he was an analyst of Weil Gotshal & Manges in Menlo-Park (California, USA). Sergei Safonov graduated from the Novosibirsk State University, degree in economy, has a Master in Politics of Central European University (Budapest) and a Master in International Political Economy of Stanford University (USA), as well as an MBA from London Business School.

### **About us**

*Roland Berger Strategy Consultants, founded in 1967, is one of the world's leading strategy consultancies. With 35 offices in 24 countries, the company has successful operations in all major international markets. In 2007, it generated approximately EUR 600 million in revenues with 2,000 employees. The strategy consultancy is an independent partnership exclusively owned by about 160 Partners.*

*For further information, please contact:*

*Yana Malysheva*

*Roland Berger Strategy Consultants*

*Tel. +7 495 721 1951, Fax: +7 495 7211954*

*E-Mail: [Yana\\_Malysheva@rolandberger.com](mailto:Yana_Malysheva@rolandberger.com)*

*[www.rolandberger.ru](http://www.rolandberger.ru)*