

# Valeriy Meshcheryakov

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Executive-level growth expert with strategic focus on organizational restructuring, new product development, and start-up management. Nearly 15 years of first-role business experience with evolved ability to manage multifaceted projects and intuitive sense to navigate complex challenges. Diverse business background in both, competitive and developing markets, to include North America, Eastern Europe and Central Asia.

## Professional Experience

### Director of PPE Manufacturing

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#### **BORKIT SAFETY, LLP • Atyrau Region, Kazakhstan • June 2016 – Present**

Strategic and day-to-day management of a manufacturing division for a leading safety garment and PPE supplier in Kazakhstan. Major area of focus is new product development with heavy accent on ensuring product quality, building customer value and scaling local content production.

#### **Key challenges:**

- Redesigning a manufacturing shop into a full-cycle factory;
- Developing, testing, and manufacturing of advanced fire-retardant garments and gear to meet discriminating safety needs in oil and gas industry;
- Achieving profitability at early operations stage and maintaining sufficient cash flow to fund further expansion.

#### **Major accomplishments:**

- Attained quadruple YOY (2017/2016) output increase with an average QOQ NP growth of 78% for FY 2017;
- Maintained near-exponential TTM output and EBITDA growth since launch;
- Introduced and implemented Kanban methods to improve and optimize manufacturing processes.
- Launched TMLA agreement with DuPont to become the only approved NOMEX Garment Manufacturer in Kazakhstan.

### General Manager

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#### **TEX-37, LLC • Moscow & Ivanovo Region, Russian Federation • Dec 2010 – Jun 2016**

Planned, developed and implemented small business investment project to include two PPE manufacturing facilities in Ivanovo region, Russia. Heavy emphasis on new product planning, key accounts management and marketing strategy. Strong engagement in daily operations to ensure product quality, industry standards compliance and customer satisfaction.

#### **Key Challenges:**

- Full-scale start-up of PPE manufacturing project from business planning stage to continuous operation and development;
- Implementation of ISO 9001:2008 and lean manufacturing principles;
- Intense market segmentation and penetration to accelerate business growth and meet ambitious NP and FCF requirements.

#### **Major achievements:**

- Continuously exceeded required financial performance by over 20%;
- Implemented a set of rigorous manufacturing, service, and delivery standards, allowing for strong customer retention and increased LCV;
- Increased production and sales by utilizing external manufacturing facilities during peak seasons.

### President

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#### **Alpha International Holdings, Inc. • Las Vegas, Nevada, USA • Sep 2008 – Dec 2010**

Oversaw and managed consulting projects for key company clients to include business planning, conducting feasibility studies, e-commerce start-up management, product marketing, and yield/revenue management.

**Key Challenges:**

- Development of effective, low-cost custom-tailored revenue management and marketing strategies for small businesses;
- Diversification of sales channels with heavy emphasis on e-commerce solutions for clients;
- Management of remote multi-cultured freelance teams for complex projects with urgent deadlines.

**Major achievements:**

- Developed and executed over 50 e-commerce projects for different North-American markets;
- Attained an average growth of customer visits of 29% and increase of conversion rates of 38% for every marketing dollar spent;
- Diversified sales channels with effective low-cost solutions that resulted in an average of 23% marketing spending savings per unit sold.

**General Manager****Regency Hotels, LLC • Albany, New York Area, USA • Mar 2004 – Aug 2008**

Management of 11-acre multi-property complex consisting of hotel, restaurant, banquet halls, fitness and tennis clubs.

**Key Challenges:**

- Completion of extensive property renovation project;
- Reengineering customer recognition by attaining and maintaining high customer satisfaction scores and industry ratings;
- Delivery of stringent financial results by attaining benchmark ADR, RevRAR and occupancy figures.

**Major achievements:**

- Successfully completed US \$3,000,000 property reconstruction;
- Initiated and executed a set of service standards, resulting in 3-diamond AAA property rating;
- Developed a strong customer base to include long-term contracts with NYS Legislature, New York State Police, FBI, CSX and others;
- Maintained an excess of 20% YOY Net Profit increase by implementing diversified revenue management strategies.

**Formal Education**

**University of California, Berkeley**  
MicroMasters - Marketing Analytics  
2018

**University of Alaska Anchorage**  
Bachelor of Business Administration – Management  
2000

**Professional Training****Harvard University****Data Science • Professional Certificate • In progress**

Pursuing a 9-course program with heavy focus on R programming, statistical concept applications, big data analysis, and machine learning.

**International Monetary Fund****Financial Market Analysis • Certificate • 2017**

Successfully completed a 3-month training program comprised of seven modules in financial analysis with emphasis on fixed-income securities valuation, equity analysis, business appraisal, and risk management.

**Harvard University****Entrepreneurship in Emerging Economies • Certificate • 2017**

A semester-long study of developing countries. Gained a solid understanding of conceptual frameworks for evaluating entrepreneurial opportunities and problems in fast-growing emerging markets based upon analysis of factual business cases.