

Vitaly Rubanov
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SUMMARY:

FinTech Industry Executive with entrepreneurial approach enhanced by Master's Degrees in Computer Sciences and Business Administration

SET OF SKILLS:

- A vast range of experience in E-Commerce, Payment Card and Remittance Industries
- Strong presentation, communication and negotiation skills
- Goal-oriented achiever with ability to launch businesses or product from a scratch
- Practical knowledge of structuring and executing M&A deals

PROFESSIONAL EXPERIENCE:

Senior Business Development Manager at UnionPay Russia



July 2014 – present

- Managed strategic initiatives for card issuing and chip/contactless card acceptance
- Enabled a network of 1M+ POS terminals for UnionPay card acceptance (~20 acquirers)
- Launched 8 banks with total count of 1,5M+ UnionPay cards issued in Russia
- Designed domestic products as well as P2P transfers as a new business opportunity
- Performed Merchant and Consumer activation campaigns with 300% YoY growth
- Collaborated with Central Bank of Russia and NSPK to comply with local regulation

General Manager at MIGOM Money Transfer



September 2012 – June 2014

- Remittance service operated by 450+ banks in 20+ countries, closed in 2014
- Managed a complete banking structure of 60 employees
- Accountable for P'n'L responsibility
- Achieved 15% YoY monthly volume increase versus 65% YOY decline prior joining

Business Leader at Visa Inc



December 2010 – September 2012

- Worked under fixed-term assignment for Utility Bill Payments and Strategic initiatives
- Led regional Merchant development initiative for the area of Sochi Olympic Games
- Established Visa Bill Pay Portal to boost Utility and Government payments
- Implemented Visa card acceptance in UAT Payment Kiosks

Managing Partner at WebMediaGroup



September 2006 – November 2010

- Executed establishment of Online Media company from scratch with 6M+ visitors
- Completed 6 M&A deals with total value of \$20M: photosight.ru, menu.ru-inout.ru-weekend.ru, bank.ru-credit.ru, dostavka.ru, medspatnik.ru, zoomby.ru
- Managed due diligence, technical audit, financial merge and IT systems integration
- Participated exit deal with Russian Media Ventures at valuation of \$120M

Regional Director, Russia & CIS at MoneyGram International

January 2003 – September 2006



- Managed regional structure of 80 employees
- Full Regional P'n'L responsibility for 12 countries
- Established 3 processing centers and 2 call-centers (hotlines) in Russia and Ukraine
- Significantly expanded presence in the region from 1'500 to more than 6'500 locations
- Achieved YOY on average growth rate of 40% both for transaction volume and revenue

Operations Manager at American Express

April 1998 – December 2002



- Started as night-shift aid: voice card authorization, data capture, IT support
- Obtained a full-time job on graduation from University
- Recognized as the best employee in Europe, Middle East and Africa region in 1999
- Supported all AmEx financial products: Cards, Travel, Cheques, Bank
- Managed a team of 2 subordinates

CONSULTING/MENTORING/ENTREPRENEURIAL EXPERIENCE:

2006 – 2010 – **Questa Media** Media Selling Services (a partner of WebMediaGroup)

2009 – 2010 – **bySIM** Mobile Payments

2010 – 2018 – **INTELTEQ** Gartner's Cool Vendor in Information Governance

2012 – 2013 – **RURU** M-Commerce Payment Services a subsidiary of Vimpelcom

2012 – 2013 – **My Planet** Online Club for Top-20 TV Channel in Russia

2013 – 2015 – **UMZILA** Delivery Tracking Service (Former name **Try'n'Pay**)

EDUCATION:

1993 – 1998 Master of Computer Sciences at Moscow State University (Design and Tech)

2010 – 2012 Master of Economics at Moscow Open Institute

2012 – 2014 Master of Business Administration at City Business School

HONORS/AWARDS:

1999 American Express - Employee of the 2nd Quarter of the region of EMEA

EXTRA CONTACT DETAILS:

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