

Well-educated (MA, eMBA) European resident with 13+ years' experience that includes delivering change/results to organisations across Banking and Financial Services sectors. Expert in managing teams to develop cohesive cultures to maximise best practice delivery and achievement of project objectives. Expert in re-thinking, digitalising and transformation of business processes & translating organisational structures in more digital way.

A natural relationship builder that can lead and inspire large teams, while developing beneficial relationships with colleagues and stakeholders.

## PROFESSIONAL EXPERIENCE

### Freelance Business Consultant (European Union)

APR 2015 – PRESENT

- Recognised for performance and subsequently appointed as a Member of European Commission's Independent Consultants group.
- Successfully integrated organisational strategies and supported companies to achieve financial and operational targets. My advises helped to reduce the costs (10-25%), grow the revenue (3-7%).
- Supported HNWIS, Financial Services & FinTech companies and Start-ups to improve their business and attract partners. Improvements and advises helped either to avoid or to lower penalties and extra fees in 50+ cases.
- Delivered impactful advice to senior management regarding banking, insurance, investments, AML/KYC policy and debt management. Was part of 2 successful debt restructuring deals.
- Reviewed current business operations/processes and developed strategies to enhance customer service and reduce operating costs.

### JSC RF Corp, Senior Project Manager (Retail Banking, Financial Services)

DEC 2012 – APR 2015

- Was part of successful E2E Digital Transformations across 600+ branches through technologies including multi-functional cash-machines & self-service terminals (SSTs), mobile & internet banking, smart-office and paperless technologies.
- Was part of the launch of the omni-channel customer engagement digital platform for the whole Financial Group, uniting insurance, investment & retail banking products under one umbrella. That led to 13,5% increase of customer base.
- Reviewed key figures / trends to identify development opportunities/ and implement growth strategies, worked on six successful strategic partnerships deals.
- Was member of Strategic Development Team: Team was responsible for Digital, CRM, AML/KYC, expansion policies & strategies.

## SKILLS/EXPERIENCE

- Financial Services
- Core Banking
- Retail Banking
- Payments
- Customer oriented
- Regulatory
- Project Management
- Partnerships
- Partner Relations
- Coordination
- Business Strategy
- Data Analysis
- Crisis Management
- Business Development
- Due Diligence
- Team Management
- Stakeholder Engagement
- Agile Methodologies
- PMP ©
- KYC/AML
- CRM
- GTM
- UX

## EDUCATION

**Jan 2012:** Executive MBA Master of Business Administration (Strategic Management). Russian Academy of Sciences (RAS), Moscow (Russia)

**Jun 2005:** Master of Arts in Management/Entrepreneurship (Summa Cum Laude). "State University of Management", Moscow (Russia)

**Jul 2003:** Hogeschool Inholland & SUM, RIMA-A, Additional Diploma, Marketing Management (Netherlands)

## CONTACT DETAILS

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# DR ALEXANDERS MALCHEVSKIS

## FREELANCE BUSINESS CONSULTANT

### PROFESSIONAL EXPERIENCE (Cont.)

#### JSC Moscow Regional Bank, Senior Operations Officer (Retail Banking)

JUN 2006 – DEC 2012

- Led the successful launch of 10+ products & 5 advertising/promo campaigns. Identified product developments, developed marketing strategies and set pricing levels.
- Together with the team developed and launched Customer Service Department and optimised Customer Journey Experience, lowered the churn by 15%.
- Developed/maintained partnerships with 30+ financial institutions including pension funds, insurance companies, fast money transfer systems etc.
- Played a pivotal role in the Product Development lifecycle, bridging product strategy & customer needs with the technical delivery and go-to-market.
- On daily basis was responsible for KYC/AML strategies, Customer Onboarding (CDD&EDD) & worked together with Compliance team.
- Ensured the team had the necessary strategies, training and development plans to consistently achieve in line with business objectives.
- Led cross-functional teams (co-located & remotely located) through various projects in Retail Banking
- Responded promptly and effectively to changing circumstances, planned for contingencies and managed conflicting priorities while ensuring a commercial approach to resolution of any onsite issues.
- Established a positive and productive site environment, accommodated the roles and needs of diverse teams to promote a cohesive team-based culture, maximised potential and enhanced performance of the team
- Recognised as the speaker for the bank and represented the organization at media, conferences and official banking industrial events.

### CERTIFICATES

**March 2020** Certified PMP

**Feb 2020** Lean Six Sigma Green Belt

**Dec 2019** EF Standard English Test C2

**Sep 2019** Certified Scrum Master - SMC

**May 2019** United Nations/UNDOC – The Fight Against Corruption

### LANGUAGES

**English – C2**

**French – B1**

**Russian – Native Speaker**

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