

VASILISA YAKUBO

Chief Operations Officer

Deep experience in leading & managing international distributed teams with a wide range of business goals: functional support, e-commerce, customer relationship management experience, vendor management, project management

EXPERIENCE

2017 – NOW

CHIEF OPERATIONS OFFICER, BUNNYTOKEN

Setting up BunnyToken operations from scratch.

2015 – 2017

CHIEF OPERATIONS OFFICER, DIRECTPAY

Started as a project manager grew to the company C-suite.

Set operational processes to support Customers & business (technologies & people) including Contact Center, Telesales, Customer Service with a new service level approach.

Implemented unique service principles in the field.

Applied innovative tools & applications in building operations. Achieved high level of operation automation to keep low service cost.

Customer Behavior Management (deep segmentation) is place to achieve higher efficiency of operations.

Multichannel approach in Customer service

2013 – 2015

MANAGER OF PAYMENT CARDS DEPARTMENT, CITI

Responsible for the end to end P&L delivery in the department.

Managing team of 100+ employees

2012 – 2013

PORTFOLIO MANAGER - CREDIT CARDS, CITI

My responsibility was to enhance portfolio profitability through supply side actions & build portfolio management tools for core ANR growth as well as to enhance EMI proposition.

EDUCATION

MBA, HARVARD BUSINESS SCHOOL

BS, ECONOMICS, HIGHER SCHOOL OF ECONOMICS