

# Petr Didenko

Location: Moscow, Russia

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Personal web: <http://pdidenko.ru> (see more contact details, including social networks IDs here)

Willing to travel: yes; Willing to relocate: maybe

Languages: fluent Russian and advanced English

**Objective:** to inform possible employers and other interested parties about my skills and experience in certain areas as well as about my willingness to consider wide range of job offers. My ideal job is business development manager/director in large internet company or its local branch.

**Current position:** Web Evangelist at Microsoft Russia. I'm primarily responsible for promoting/evangelizing Microsoft web technologies and tools among target audiences (web companies, studios, portals, web hosting companies, web developers..) in order to increase Microsoft web stack adoption on the web. In fact I create new technical and business partnerships for mutual (MS and partners) benefit in web area. Also I'm a frequent speaker at major web industry events, including MS-driven, community and competitive as well. I have a huge network of contacts related in all aspects of internet business and offline as well.

## Practical experience and job history

**Zenon N.S.P.** (<http://www.zenon.net>) – one of very first internet service providers (ISP) in Russia and first web hosting services provider. Zenon providing its customers with high quality internet access, web hosting and email services, datacenter services and domains registration. 80 employees.

1998 – 2002 – head of technical support department. My role was to re-create the department almost from scratch, constantly hire new engineers and to oversee their work. I introduced multi-level support services for customers, was responsible for developing all customer-ready technical documentation and was constantly participating in new services development. I also was an occasional speaker on industry events on behalf of the company (anti-spam topics, new services topics).

2002 – 2003 – head of marketing dept. I was responsible for Zenon's marketing and advertising strategy. Under my management there were several new services developed and provided to customers, including new dialup as well as web hosting packages, including advanced Site Builder tool (in fact it was a first SaaS service in Russia provided on paid basis).

In Zenon there was a team of maximum 20 people under my direct management.

**Masterhost** (<http://masterhost/>) – Russia-largest web hosting services provider, hoster #1 in Central and Eastern Europe. 200 employees.

2004 – 2005 – Deputy CEO. My job was to manage customer care services at high level, such as technical support services and customer care dept. Under my management multi-level customer care services were introduced, technical documentation and marketing materials were re-created, automated support requests (ticketing) system was deployed. I have also formalized many biz processes inside reporting departments.

I was also responsible for development of new web hosting services. Under my management Masterhost introduced completely new service on the market – dedicated server for rent. The goal was to fully utilize datacenter space with high margin value. I was also managing Saint Petersburg branch office.

In Masterhost I was one of public speakers of the company and was presenting on many industry events as well as was a speaker in front of press. In Masterhost there was a team of maximum 30 people under my direct and indirect management.

**Amby** (<http://www.amby.ru/>) – CommuniGate Systems (former Stalker Labs) (<http://www.communigate.com/>) authorized distributor for Russia and CIS. Communigate's flagship product is CommuniGate Pro – a complete solution for realtime internet communications for wide range of end customers (email, shared calendars, collaboration suite, Voice over IP (VoIP) capabilities and more). 10 employees.

2005 – 2006 – sales lead. I was responsible for sales operations of Amby in Russia and CIS as well as for building a network of resellers. My job was to work with resellers and big end customer (government, financial, telcos) to ensure proper CommuniGate Pro sales cycle and appropriate product awareness. I was a frequent speaker on partner recruiting and sales seminars all across Russia as well as ex-USSR countries.

**Microsoft Russia** (<http://www.microsoft.com/rus/>) – the leading software maker in the world (NASDAQ:MSFT).

2006 – Present time – Web Evangelist. My role is both technical and business evangelism role, with the mission of driving adoption of the Microsoft platform by local hosting provider companies, web-developers (both companies and individuals), large portals, web partners and communities of web developers.

In Microsoft I'm responsible for driving Microsoft technology adoption across many audiences. It includes and business technical evangelism and consultancy based on Microsoft international experience. I'm working with leading companies across web industry and my goal is to help those partners to create/extend a successful business on Microsoft platform.

I'm a very frequent speaker on **all** industry and community-driven conferences in Russia (max audience 1500 people) and a trusted advisor for many companies and individuals. I'm also responsible for organization of large Microsoft events (such as ReMIX – <http://www.remix.ru>) with focus on content selection and preparation as well as on engagements with external speakers and sponsors.

I participate a big number of projects including web platform marketing campaigns, Windows Server 2008 launch, Internet Explorer 8 launch and partner promo (Yandex, Mail.ru, Rambler), PHP on Windows developer promo, Windows Web Server 2008 year-long promo program for Russia and so on.

I manage (both tech and biz) relations with web partners, such as largest portals (Yandex, Rambler, Mail.ru, Gismeteo.ru, Afisha.ru, Rutube.ru etc) and largest web hosting companies (Masterhost, RBC hosting centre, Agava, Infobox, Parking.ru etc). List of projects done with details to be provided upon request.

I'm responsible for building new tech and biz partnerships in order to create new hosted revenue streams and increase MS technology adoption.

I'm working in multi-cultural environment in Moscow office as well as with many foreign colleagues from Central and Eastern Europe, Germany, Netherlands, United States, India, China and many other countries.

### **Outside office and personal interests**

I'm a popular blogger (<http://www.kip.ru/>) and web influencer. In 2006, I won Russian 'Blog of the Year' award (<http://www.lenta.ru/articles/2006/04/15/preved/>). I'm a podcaster and a host of popular MS-oriented Podcast9 show (<http://podcast9.ru>) with many thousands of regular listeners. Also, I'm a regular guest in few most popular Russian podcasts.

I'm interested in new web technologies and business models, Software as a Service industry, internet communications, Web 2.0, VoIP, internet-connected gadgets and so on. I'm also one of first bloggers in

Russia (since 2000) and first Livejournal.com users and customers (since early 2001). I was involved in many web projects – please find a complete list on <http://ezhe.ru/fri/449/>.

### **Technology knowledge**

I have a practical knowledge in wide range of technologies, including operating systems (Linux, FreeBSD, Windows server and client), programming languages (Perl, PHP, ASP .NET), web technologies, browsers and so on. I had hands-on experience in web services development including dev teams indirect management. I'm a computer user since 1988 (20+ years) and had experience with all software/hardware on the market during this time.

### **Trainings and certifications**

I have attended: Windows Server administration with focus on web trainings, have a lot of Brainbench certificates, 'Crucial conversations' training, Project Management trainings, cross-group and cross-boundary collaboration trainings, time management trainings and GTD.

### **Education**

Unfortunately, I have no higher education – I quit university before graduate. In early 90s many people has focus on business rather than on education. However, I'm very organized person with strong interest to self-learning in the following areas: technical excellence, people management, marketing and psychology.

### **Personal info and family**

I'm 33, married, have a son and a daughter. My mother is a scientist, my father is a teacher and my wife is a psychotherapist.