Katerina Sazhina

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Dear members of SPIBA,

It's great to have an opportunity to share with you the way of thinking on business and human relations and to take together a glance at the world we work and live in.

Applying to the position of 1 co-chairperson of the Marketing & Communications Committee, I'm sure this sphere I could fit best.

My name is Katerina Sazhina. I'm working for a company Special Economic Zones specialist in Public Relations, GR-manager. This position requires interaction with business and administration, sharing the anxiety and expectations of both simultaneously.

SPIBA is aimed to build the dialogue between both sides to make the business climate in Russia favorable, friendly and profitable for companies. I think I can share my experience and contacts to create these kindly and efficiency lines.

Two years of working as the press-secretary in the Advisory Board on SME development under the Governor of St. Petersburg gave me the understanding of internal administration procedures. I received good communication skills with governmental structures. This knowledge helps to speak the same language applying to authorities for any request or information. I'm training it in my everyday work and as the deputy of Municipal service as well. Would be great to apply the base I have in SPIBA's life to force our communication with state structures of all levels.

My two years-life in the pr-agency filled me with the variety of ideas, events, people and what important – with inspiration and confidence in searching a solution for any task and question. Business (especially foreign one) is waiting for a transparency in communication. The same - for authorities. I believe our inspiring creative ideas can make the feedback between both sides stronger. I feel myself capable to do my best in this field.

I'm communicative, flexible, self-motivated, responsible, excellent at teamwork. I enjoy people, learning and opening new fields, speaking French, making puzzles – going step by step. Besides, I'm a romantic optimist.

I want to change the world. Perhaps, it sounds like a young and maximalist idea, but what I believe in that communication and the willing to understand and to make the most is the key for Doing it.

Together with SPIBA I want to make the most of my knowledge and previous work experience. What's more it would be a great chance to work with the team of such professionals of well-known and respected companies that SPIBA unites.

Kind regards,
Katrine.