

Brainpower

HUMAN CAPITAL EXPERTISE



Commitment and Results

Moscow • St.Petersburg • Ekaterinburg • Novosibirsk • Kiev

Welcome to Brainpower – BPI Group

Brainpower is part of the **BPI Group**, the leading European firm in HR Consulting and People Management. BPI Group has a worldwide coverage with 40 offices and 2.000 Consultants.

BPI Group provides pragmatic and innovative solutions to ensure optimal balance between human and economic factors to companies facing change. Since 1984, BPI Group is dedicated to preparing, implementing and driving change both at a corporate and individual level, thus achieving business success through people. .

BPI Areas of Expertise:

Corporate Restructuring

Strategic HR Planning, organizational change implementation, Legal and regulatory procedure management, Internal and external mobility, Internal and external communication plans, Team mobilization, Local economic revitalization, Investor search and asset divestment.

Business Performance Management

Operations audit / process re-engineering, Human Resources Portfolio management, learning and development, HR function re-engineering and excellence, optimization of Governance and Executive teams.

Human Capital Development

Executive Search and Management Selection, first 100 days coaching program, skills assessment, 360° full circle program, talent management (assessment centers), individual coaching, individual career counseling, training programs, Executive career counseling, outplacement.

Brainpower is a market-leading Executive search, Recruitment and HR consultancy company which began operating in Russia in the early 1990's.

Over the years, Brainpower has gained an exceptional experience of the Russian market, placed thousands of professionals in the largest foreign and Russian companies across all sectors.

What makes us unique?

- *Our approach, supported by the highest professional principles and western management standards.*
- *Our expert understanding of the market trends, of the key players and of our client's strategies and dynamics.*
- *A multi-national team of Consultants, all with a previous industry-specialized experience.*
- *The most efficient sourcing network, information system and search strategies.*

Brainpower's offices currently operate in Moscow, Saint-Petersburg, Yekaterinburg, Kiev, Novosibirsk and more regional openings coming soon.

Brainpower Service Lines

I - Brainpower Management Selection

Wide range of recruitment services – from experts and specialists to middle management professionals across all sectors of activities.

Tools and Methodology:

- *database, networking and sourcing, internet resources and professional sites, Press advertising*
- *A typical project can be divided into the following stages: position analysis and definition, identification of potential candidates, evaluation, selection, presentation, references check, recruitment finalization, follow up.*

II - Brainpower Executive

Exclusively dedicated to Top Management positions direct approach and search strategies.

Tools and Methodology:

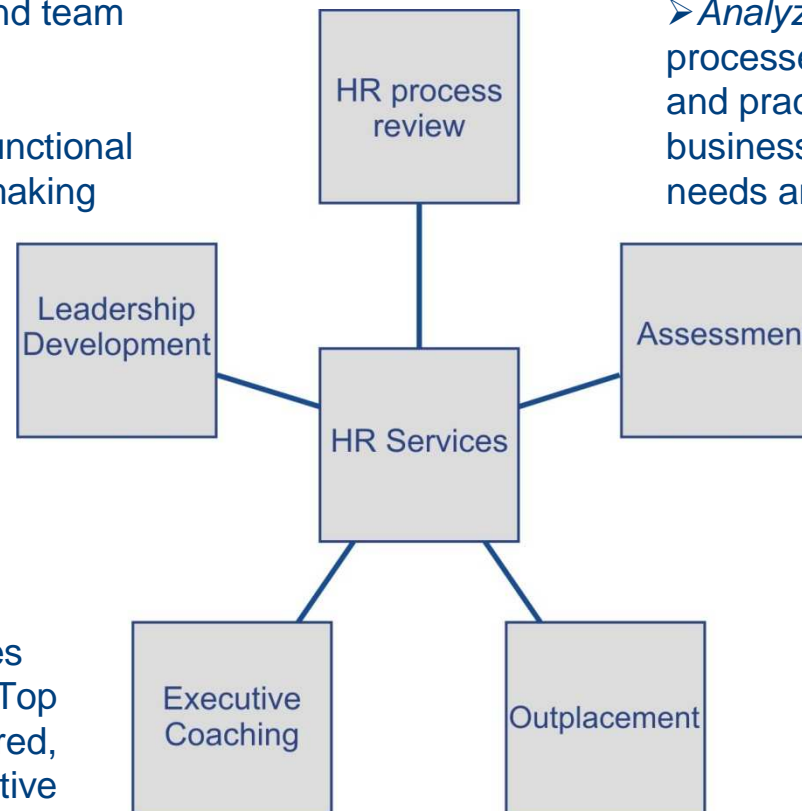
- *Analysis and definition of the context, strategy, position and specificities of the project, search strategy elaboration, research, networking and sourcing stage, direct approach, assessment and evaluation, references check, presentation, finalization process support, follow up.*

HR Service Lines

➤ *Enhance* managerial skills and team Dynamics, with the program “Working collaboratively”, focusing managers on cross-functional communication and decision making

➤ *Facilitate* career transitioning of redundant employees

➤ *Develop* individual capabilities and performance of Top managers, through a structured, pragmatic and innovative approach



➤ *Analyze and align* HR strategies, processes and practices against company business needs and market standards

➤ *Evaluate* individual’s professional behaviors, managerial skills, personality attributes, motivation drivers, to ground talent management decisions on comprehensive and objective arguments

Brainpower Sectors of Expertise

- Consumer goods and services
- Industrial Manufacturing
- TMT
- Construction and Engineering
- Professional Services
- Life Sciences
- Financial Services

Working together over the last 16 years gave us a deep understanding of the organizational style, culture, personalities, dynamics of our Clients and Candidates which allows us to provide all the expected qualitative services and results with a precious added value through objective and accurate advices

Among Our Clients:

FINANCIAL INSTITUTIONS

Baring Vostok
BNP Paribas
Calyon Bank
CFM Monaco
Credit Suisse
Deutsche Bank
HSBC
MC A-Ventures
Merrill Lynch
Morgan Stanley
NCH Capital
Rusfinance
Scania Leasing
SUN Capital
TROIKA Dialog
Renaissance

MEDIA

20th Century Fox
Europa Plus/EMG
Hachette – HFS
Lagardere
NBC Universal Global Networks
Noviy Vek Media
Yandex
Rambler
Trader Media East

HEALTH

Astra Zeneca
Bristol Myers Squibb
UCB Pharma

CONSUMER PRODUCTS/COMMODITIES

Agro-Invest	Sodrugestvo
Babyliss	Sucden
Beiersdorf	Unifine
Bic	International Paper
Bourjois	Grosfillex
Borjomi	La Redoute
Bongrain	OTTO Group
CECAB	Royal Canin
Gallina Blanca/Euro	Raketa
Foods	Linley
Group SEB	Multon
Kotaniy	Nestle
MB Group Impex	Parliament Group
Nemiroff	Pernod Ricard

Among Our Clients

INDUSTRY

Aggreko
Alcoa
Alstom
Air Liquide
Brenntag
Baltimore-Aircoil

CIAT
Eurocopter
DuPont
Faurecia
General Electric
GEA

Gecas
Hauraton
HUSKY
Inergy
Lafarge
Lamberti

Rhodia
Legrand
Lincoln Electric
MAN Automobiles
Michelin

Praxair
Sun Mining
Unifrax
Wago

Union Des Industries
Textiles
United Industrial Corp.
URSA
NYCO
EADS

OIL & GAS

British Petroleum
Sakhalin Energy
NOV
Howden
Total
Tesco Corp.
Wilson Eurasia
Wood Group
Foster Wheeler
HMS Group

Among Our Clients

RETAIL

Carrefour
Decathlon
DIM
Econika
Eldorado
Feya Rosi
IKEA
Leroy Merlin
Promod
Tvoe
Rasec Vostok
Yves Rocher
M-Video
Moneks Trading
Nike
Olsen

LUXURY

Audemars Piguet
Chanel
Dior Couture
Hermitage Group
Louis Vuitton
Polo Ralph Lauren
Richemont Luxury Group
LVMH/Seldico
Shiseido
Tag Heuer

HITE

APPLE
AT Consulting
Dassault Systems
ECDL
Intersystems
Kroll Ontrack
Megafon
OKI Printing Solutions
Orange Business Services
Siemens
Sony
Vympelcom

Among Our Clients

REAL ESTATE/ CONSTRUCTION/FACILITY

Assmann Beraten+Planen
Eller+Eller Architekten
Etex Group
Inov'Office
Setec
Unibail – Rodamco

OTHER SERVICES

Air France/KLM
Club France
DSV
Karlson Tourism
Kuehne&Nagel
Loyalty Partners
Maersk
Maison De La France
Regus
Veolia

PROFESSIONAL ADVISORY SERVICES

Bellerage Vostok
Duvernoix
Fitchratings
Ernst&Young
Hellevig, Klein & Usov
TMF Group
Waterman Group
Clearly Gottlieb

HORECA

KFC Group
Brava
Yum!
Sodexo
Rosinter

Our Candidates

Brainpower CIS possesses a unique premium quality Information System built over the last 16 years now counting over 52.000 files of professionals, Russian and expatriates, each with a proven track record in Russia, CIS and/or in other international markets. This system is constantly updated to ensure completeness and accuracy of our information. Our in-depth multi-interviews process guarantees our Clients with the most qualitative, individually tailored and cost effective solutions in solving their human capital needs. Candidates generally fall into the following categories:

- General Management
- Sales and Marketing
- Human Resources
- Engineering
- Legal
- IT
- Logistics
- Finance and Accounting

The interviews are structured so as to assess professional and personal skills such as concrete experience, success track records, motivation, business attitude, inter-personal skills and management style among other criteria. When needed/requested, additional assessment tests (personality, ability, performances, motivation) are made.

Competitive Advantages of Brainpower

- Brainpower has extensive experience in the Russian and CIS Management Selection, Executive Search and People Management Services market and contributed to the success of our clients through human-capital investment since the early 1990's.
- Over the years, we have not only gained an expert understanding of the market and the key players within it, but also witnessed its evolution and changes. This experience helps us to analyze and anticipate industry and market trends and consult accordingly.
- Brainpower possesses the most qualitative sourcing network and information system in this Industry. We have met and closely followed a huge community of professionals since the beginning of the 1990's. The result is a truly unique and useful resource with accurate information and deep expertise by industry and functional area.

Competitive Advantages of Brainpower

- Brainpower prides itself on its multicultural management and world-class professionalism, utilizing the latest technologies and approaches for customized Executive Search and Management Selection strategies.
- Each of our consultants specializes in a sector of expertise where she/he previously built a successful career which guarantees a concrete understanding of our clients' industries, nature and needs. A truly holistic approach and our solid expertise allow us to deliver customized market intelligence and solve efficiently our clients' human capital challenges at the highest level of their organizations.
- We offer a replacement guarantee on all positions.

Our Values and Ethics

- We are known for our capacity to build long-term, professional relationships with our clients and candidates based on mutual trust, respect, integrity, commitment, reactivity and confidentiality.
- We share many strong values with our Business Partners among which a commitment to Russia and the CIS, a coherent human resources strategy and we support our values by qualitative services and results which are key to the long-term success on this market.
- We never approach our clients' employees.
- Our Clients have the exclusivity on the short-listed candidates until they inform us that they are no longer interested in these candidates.
- We respect absolute confidentiality when dealing with sensitive information provided to us about a client organization and its employees.



Location in Russia and CIS

BPI Group

16, rue Vivienne
75002 Paris – France
e-mail: contact@bpi-group.com
Tel : +33(0)155357000
Fax : +33(0)155357500

Moscow

Bolshaya Ordynka, 44, bld.4
119017 Moscow, Russia
e-mail: info@brainpower.ru
Tel: + 7 495 935 8777
Fax: + 7 495 935 8778

Saint-Petersburg

Business Center Magnus
9th Line of Vasilevskiy ostrov, 34
199004, St. Petersburg, Russia
e-mail: spb@brainpower.ru
Telephone/Fax: + 7 812 448 7724

Yekaterinburg

Business Center "Belinskogo 83"
Belinskogo 83
620026, Yekaterinburg, Russia
e-mail: ural@brainpower.ru
Telephone: +7 343 278 7500

Novosibirsk

44/1 Chelyuskintsev str., office 801
Novosibirsk, Russia
Tel./fax : + 7 383 243-55-12
383 354 32 33/34

Kiev

3 Lyuteranska str., office 48
01001 Kyiv, Ukraine
Tel./fax : + 38 044 278 7261

