Aleksei Veretenov



International banker

Chairman of the Board of Directors of a banking and B2B payments company. Payments operations in 100 countries

Managing Partner, Senteo Inc. (US)

Global mandate. CEO, Senteo East.

Co-founder, Interise Group

27 business areas and teams with their own CEOs / CPOs

Business co-owner and investor

Portfolio of venture and daily projects

20+
years of experience

31
countries with projects

PREVIOUS EXPERIENCE

Alfa-Bank: Co-Head of Digital Transformation, CPO of the Strategy product, Advisor to the Board Chairman

ANIF: Deputy CEO of the investment fund, ARFI Board member

Raiffeisenbank: sales and CRM, integration with Impexbank

Professional practice

Project experience across 150+ companies

01

Banks and business groups

Strategy, business models and transformation. Models connecting banks, telecoms and other businesses.

02

International projects and M&A

New markets, business model adaptation, acquisitions and asset integration.

03

Investment and capital

Investment platforms, capital raising and development of portfolio businesses.

Investment, partnerships and international expansion

Investment and capital

Investment projects and platforms. Capital raising and business development.

International expansion

New markets and business model adaptation. International supply chains, partnerships and asset integration.

Implementation practice

Management model, project teams and results-oriented delivery of strategic initiatives.

Banking

Strategy, customer business models and transformation

Alfa-Bank

Co-Head of Digital Transformation and CPO of the Strategy product. Advisor to the Board Chairman. Strategy and customer business model development.

centercredit

Bank CenterCredit: transformation leadership, 52 projects in 2.5 years. Integration with Alfa-Bank Kazakhstan.

Raiffeisenbank

Direct sales leadership, CRM development and customer process integration with Impexbank.

Payments

International networks, payment platforms and acquiring

mastercard

Daily banking and transaction activity across three markets.

VISA

International projects

Project experience with the Visa international payment network.

click

Click: strategy, the B2B model and bank partnerships.

alsep

Alsep: a unified POS and business platform. Strategy and implementation.

Finik

Payment acceptance, digital scenarios and QR.
Expansion into new markets.

KWIKPAY

International markets

Advisor to the shareholder on strategic management and international development.

Fintech: investment, development and expertise

Entrepreneurial experience, acceleration and professional communities

Investment and entrepreneurship

CoinPlace

Investment in tokenisation and digital asset infrastructure.

ARFI

Board experience. An investment crowdfunding platform.

Acceleration and development

ФРИИ

Corporate fintech acceleration.

IIDF: project development and international expansion.

Armenia: project development and acceleration.

Industry expertise

FINNEXT

FINNEXT Expert Council member. Annual selection of 300–400 CIS fintech companies.

Fintech associations and juries.

2 500+

fintech companies in bank and fund pipelines, from analysis to acquisition and integration.

Business groups and cross-industry models

Banks, telecoms and other assets within a shared growth strategy

Eldik and Beeline: strategy for the bank, telecom and group. A comprehensive diagnostic and 118 proposed initiatives.

PFIG

ER-Telecom

Transformation of Ural FD / Klyukva within the group that includes ER-Telecom. A customer model and financial supermarket. Current bank brand: Dom.ru Bank.

Ak Bars Group: comprehensive transformation of the bank and related businesses. 77 projects launched within the change programme.

International development and M&A

Global financial groups, new markets and integration

BNP PARIBAS	BNP Paribas: a segmentation model developed with the French head office for group markets. UkrSibbank integration and transformation.
SOCIÉTÉ GÉNÉRALE	Rosbank / Société Générale Vostok: customer strategy and daily banking in the context of bank integration. Alignment with the French head office.
TBC BANK	TBC: strategic work on international expansion and business model adaptation. Nikoil / TBC: strategy and integration scenarios.
International supply chains	China–Kazakhstan–Eurasia and food & retail. Models connecting finance, cross-border activity, trade and logistics.

Investment, capital and business value

State investment institutions and entrepreneurial ventures

ANIF ARMENIAN NATIONAL INTERESTS FUND	ANIF: Deputy CEO and VP for Marketing and Strategy. International capital, investment strategy and partnerships.
ARFI	Board member. Development of an investment crowdfunding platform and co-investment model.
X8Team	Co-founder and investor. Building and developing a technology group, the investment cycle and an exit through a stake sale.
East Capital	Work with banks backed by East Capital to accelerate their development and increase business value.

Industry and B2B

Organisational change, customer models and product development

CHELPIPE GROUP

ChelPipe: organisational and customer transformation. Development of strategy and customer experience functions.

ROSATOM

Rosatom: strategy sessions, work with data and a model for product initiatives.

Personal and team projects

SIBUR

SIBUR: project portfolio management, 18 digital teams and 350 employees trained.

Team experience

Severstal

Severstal: a product lab and over 50 products launched across business functions.

Team experience

Healthcare and the patient relationship

Service models, digital channels and cross-industry partnerships

MEDSI: a patient support operating model, personal managers and coordinators. Subscription services and the launch of MEDSI Premium.

Medscan: creation, development and transfer of a digital patient acquisition and appointment channel.

Subsidiary project

EMC: 46 growth initiatives with an implementation plan. Patient journeys and integrated propositions. The EMC × T-Private cross-industry project.

Public institutions and services

Investment infrastructure, innovation and public services

საქართველოს
იუსტიციის
სამინისტრო

Ministry of Justice of Georgia

Service concept and a one-stop service model. A Senteo Inc. project.

Карта жителя
Республики Татарстан

Tatarstan Resident Card

Financial, public and social services in one ecosystem.

ANIF ARMENIAN NATIONAL INTERESTS FUND

ARFI

ANIF / ARFI

Investment strategy, international capital and a co-investment platform.

АГЕНТСТВО СТРАТЕГИЧЕСКИХ ИНИЦИАТИВ

Agency for Strategic Initiatives

Personal project: an innovation openness model for large companies.

Central banks and regulators

Projects, research and expert sessions
Armenia, Russia, Uzbekistan, Kazakhstan, Kyrgyzstan, Georgia

Leadership and entrepreneurship education

Programme design and delivery

SKOLKOVO Moscow School of Management

SKOLKOVO: digital transformation for exporters and Global Shift. International development and business models.

UWED: innovative business models, strategy and customer orientation.

matena International School of Leadership & Professional Development

Matena: strategy, business models and organisational development.

КРСУ КЫРГЫЗСКО-РОССИЙСКИЙ СЛАВЯНСКИЙ УНИВЕРСИТЕТ

Mancho School

Kyrgyzstan: KRSU and Mancho School

Mini MBA programmes for executives and entrepreneurs.

Corporate programmes: leadership, service culture and organisational change

Financial literacy and personal finance

Projects in the US, Russia and Kyrgyzstan

US



Dreamspace Community

Financial planning and personal finance management. Service development, partnerships and an education programme.

Russia





Ministry of Finance and Alfa-Bank

Improving financial literacy in Russia. Project work and a bank-based pilot.

Kyrgyzstan





KRSU and Eldik Bank

Financial literacy in Kyrgyzstan and the development of personal finance skills.

Customer experience research

17
countries

Methodology development, research and presentation of findings

CEI

Customer Experience Index

International customer experience research and benchmarking. Western Europe, the US, the CIS and Türkiye.

CXCI

Customer Experience Culture Index

Customer experience culture, interaction quality and team behaviour. CIS countries.

GCCI

Global Customer Choice Index

Physical and digital channels, experience consistency and drivers of choice. CIS and Gulf Cooperation Council (GCC) countries.

Related research: customer analytics and Sensory Lab neurosensory studies

Declaration of Human-Centred Transformation (2017): co-author. Humanai / Russian Behavioral Unit.