



VK announces the appointment of Nadezhda Serova as a VP of Human Resources

November 14, 2022. In her new role, Nadezhda will supervise Human Resources (HR), improve internal people management processes and introduce best practices in training and coaching of all VK employees.

“I’m happy to welcome Nadezhda to the VK team. She will be in charge of one of the key departments where technology meets education along with daily routine activities, which together aim at building an efficiently operating team. We have set an ambitious goal - to become Russia’s leading technology brand. I am convinced that Nadezhda’s vast experience, expertise and professional qualities will help us achieve this goal,” **Vladimir Kirienko, CEO of VK noted.** — “I would also like to thank Dmitry Smyslov for his contribution around boosting the efficiency of VK’s HR process and developing the company’s educational projects – his role is very much appreciated, and I wish him good luck in all the new endeavors”.

Biography of Nadezhda Serova:

Prior to joining VK, Nadezhda Serova has for several years held the position of an HR Director at Tinkoff Bank. Between 2015 and 2018 she was the head of HR at Yandex.Market. Nadezhda has more than 15 years of experience in HR, including 10 years in managing positions.

For further information please contact:

VK PR team
pr@vk.team

VK IR team
ir@vk.team

VK is one of the largest technology companies in Russia. Its products help millions of people with their day-to-day needs online. More than 90% of the Russian internet audience use VK services, which enables people to keep in touch, play video games, master new skills, listen to music, watch and create video content, buy and offer goods and services, fulfill wide range of other needs. The company provides a number of solutions for digitizing business processes, from online promotion and predictive analytics to corporate social networks, cloud services and enterprise automation.