



Elena Vitchak

Professor of Business Practice

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Personnel Management and Organizational
Behaviour

Leadership and Personal Transformation

Elena Vitchak is a Professor of Business Practice at SKOLKOVO School of Management. Elena holds an Executive MBA, and an MA degree in Psychology and Psychoanalysis at the Moscow Institute of Psychology. She has many years of practical experience in management and human capital management, including as a member of the Board of Directors of the largest companies in Russia and the CIS.

Professor Vitchak is a certified coach for senior managers, and a PCM (Process Communication Model) certified trainer.

Elena's educational and consulting work is focused on topics related to organisational culture, organisational behaviour, leadership, change management, motivation and engagement, analysis of individual behaviour, and issues related to team management and the use of modern HR tools.

Elena is a renowned specialist in the field of the labour market and modern trends and a multiple winner of Kommersant's Top 1000 of Russia's Best Managers. She has written for Forbes, the Harvard Business Review, and specialised HR publications. In 2022, she received the SKOLKOVO Teaching Excellence Award, which recognises outstanding teaching, high praise from students, and a vivid teaching philosophy.

Elena's 18-year managerial experience has encompassed transformational experience in the consolidation of large assets, the implementation of a management accounting system and corporate policy principles, the transformation of an operating model from an operating holding into an investment group, and much more.

Between 2008 and 2017, Elena held various positions at the AFK Sistema holding, which controls more than 18 assets in all leading sectors of the economy. Over 9 years working in the structures Russian (of the Russian economy) of Sistema (a shareholder company of leading Russian companies MTS, Detsky Mir, MTS-Bank, Segezha Group, Medsi, STEPPE Agroholding, and more), she carried out projects to transform the holding, from changing its management model to changing all management and personnel management procedures.

Since 2017, Professor Vitchak has been teaching at SKOLKOVO on educational programmes related to managing people and teams within an organisation, and also manages Executive Coaching modules on leadership programmes for senior executives of business structures and the public sector.