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## Highlights

- Ukraine Country Manager Vira Platonova has been included in the country's *InvestGazeta's* 100 Top Managers list.
- Vira talked to MC Central about what this honor means to her and also about working in the current business environment.

## Celebrating Our People: Vira Platonova


 Story contact: [Smith, Louise](#) on: 5/20/2014

Ukraine Country Manager Vira Platonova, has been included in *InvestGazeta's* 100 Top Managers list. MC Central spoke to Vira about what this accolade means to her and also about working in the current business environment in Ukraine.

### 1. What does it mean to being included on this list?

I'm really proud to have been included on this inaugural list. *InvestGazeta* is a well-respected magazine which gets attention from top managers and international companies. So it's great to be recognized this way, not just within the payments market, but also within the general business world in Ukraine.

The criteria for inclusion takes into account brand awareness, relationships with top customers and how our people are perceived in the market. The way our company behaves in terms of benefits for cardholders and financial literacy is also considered, so this shows that our efforts are being recognized.



### 2. Can you share a little about how the current situation in Ukraine has impacted your working life?

The current situation is of course very difficult and has impacted the financial sector significantly. Our customer activity and innovation development has slowed; at the moment it's more about maintaining business as usual, rather than making any major changes. We can't change the situation, but we can change how we view it. We try to look for positive opportunities and are using this time to complete outstanding projects and keep in close touch with our clients and partners.

It's tempting to constantly follow news updates, but we try to avoid the news when in the office so that we can focus on our work and limit the anxiety. We focus on keeping a positive team spirit and everyone comes in as usual, probably more motivated to be here than ever! We have meetings every morning and continue to hold events, such as a recent one for bankers at the National Museum in Kiev where the band 'Ocean of Elsa' (like a Ukrainian Beatles) performed for guests.

### 3. How do you embrace our values in your work?

At this point for us, the most important value is trust. We need to trust each other, be open and make sure that the current situation unites, rather than divides, the team. I think trust has increased in terms of partnerships with our customers, even Russian-owned banks. We can gain a lot from discussing how we can survive in this market at this time and share ideas, tools and tips.

### 4. Can you tell us a little about your background?

I joined MasterCard three years ago in summer 2012. Previously, I worked for Visa as a Senior Account Manager. My experience in the payments industry started there. Before that I worked for The State Export/Import Bank of Ukraine after completing my doctorate in economics – the topic of which was payment systems.

### 5. What do you like to do outside of work?

I tend to leave the office late, at around 8 or 9 p.m., so I don't have a lot of free time. When I do, my first priority is my family. My daughter is ten, so it's important for me to spend time with her. I enjoy yoga and swimming and try to leave the city at weekends to enjoy some fresh air with friends.

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Lester, Mary



POST

[< Previous](#) | [Next >](#)[Grillet, Piet](#) 5/28/2014 1:06 AM

Hi Vira, Congratulations! Very proud of you! Keep it up in these difficult times!  
Best, Piet

[Westler, Eileen](#) 5/25/2014 9:21 AM

Congratulations Vira on your fantastic accomplishment. All the best.

[Coban, Ozge](#) 5/23/2014 2:22 PM

It must be very difficult to concentrate on work while there are a lot of heartbreaking stories all around. Congrats on the recognition!

[Ojomuyide, Omokehinde](#) 5/23/2014 10:14 AM

Congratulations Vira! Wish you and your team the very best..

[Boulanger, Jan](#) 5/23/2014 4:28 AM

Hello Vira, many congrats for this achievement. Keep up the good work in these challenging circumstances. Best!

[Cheiko, Natalia](#) 5/23/2014 3:15 AM

Vira, it is great to read about you and to hear this news! Congratulations! I am proud to work with you and your team!

[Bellis, Vincent](#) 5/23/2014 2:31 AM

Great recognition for you and for MasterCard, Vira. Thank you for your leadership and positive attitude.

[Monehin, Daniel](#) 5/22/2014 8:24 PM

Congratulations on the recognition, Vira (Or should I say, Dr. Vira?). Thanks for sharing your leadership approach in a time of crisis.

[Trepka, Rafal](#) 5/22/2014 6:09 PM

Very well deserved! Congratulations Vira! Great to see how well you are leading your market.

[Rutherford, Elena](#) 5/22/2014 3:24 PM

It's an honor having you represent us. Congratulations!

