



Entrepreneurial business leader with 11+ years of experience driving growth, digital innovation, and market positioning across multiple sectors. Proven ability to design and execute complex business strategies, translate technical complexity into compelling business narrative and lead cross-border teams.

Executive MBA graduate (Rochester-Bern) with strong analytical acumen, cross-cultural experience, and a passion for technology-enabled value creation.

KEY EXPERTISE

- Cost Optimization
- Financial Modeling
- Crisis Management
- Stakeholder Management
- Business Turnaround
- Corporate Strategy
- Data Analytics
- GTM Strategy (B2B/B2C)
- Cross-Functional Collaboration

LANGUAGES

- English - C2
- French - B1
- Ukrainian - Native
- Russian - Native

INTERESTS

- Self-hosting / Homelabbing
- AI experimentation
- Snowboarding
- Guitar

ANDRIY LUSHPA

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- Ukrainian / Permit S

Strategic Leadership · Business Growth · Digital Transformation

EXPERIENCE

● BOARD MEMBER | SKINCARE MANUFACTURING

Callys SA - Bulle, Switzerland  
2024 - Present

- Steer strategic governance for a global brand repositioning initiative, advising executive leadership on risks and financials.
- Designed a 5-year global product repositioning program, projected to raise EBITDA by +30%.
- Conducted founder workshops to refine brand and product storytelling.

● CO-FOUNDER -> CEO | FITNESS CENTRE

Egoiste Personal Club - Kharkiv, Ukraine  
2013 - 2025

- Directed strategy, finance & operations for 9+ years, leading 3-4 direct and up to 50 indirect reports.
- Led a critical crisis management initiative during severe market disruptions, restructuring the operating model to maintain liquidity and secure business continuity.
- Directed the end-to-end implementation of an ERP system and process automation; bridged the gap between technical requirements and business needs
- Diagnosed the SMM stack and implemented AI-driven tools to modernize it, resulting in 26% reduction in marketing OPEX.

● FOUNDER & CEO | SKINCARE DISTRIBUTION

Answique S.A. - Lausanne, Switzerland / Callys Ukraine - Kyiv, Ukraine  
2015 - 2024

- Launched and scaled a Swiss premium skin-care brand in Ukraine, defining the value proposition and messaging; 35% B2B conversion via targeted PR and co-marketing campaigns.
- Structured and executed digital transformation initiatives, synthesizing customer insights to improve marketing performance
- Orchestrated cross-functional teams (Marketing, Sales, CX) to execute a cohesive Go-to-Market strategy, ensuring alignment between brand vision and commercial KPIs.
- Negotiated and structured complex B2B strategic partnerships, managing stakeholder interests across borders to drive mutual value creation.

● CO-FOUNDER | LANGUAGE SCHOOL

English Hub LLC - Kharkiv, Ukraine  
2016 - 2025

- Co-developed the initial value proposition and business frameworks, scaling to 300+ students within the first year.
- Developed business and legal frameworks ensuring sustainable operations, legal compliance, and stakeholder alignment.

EDUCATION

● EXECUTIVE MBA

(2024 - 2025)

Best Student Award

Rochester-Bern Executive Programs, Switzerland - Rochester University, United States of America

● MASTER OF JURISPRUDENCE

(2009 - 2014)

Yaroslav the Wise National Law Academy, Ukraine

● TECHNICAL & ANALYTICAL

(2009 - PRESENT)

ITSTEP Academy (UA), Coursera, Udemy, edX - Python, C++, Linux/Windows System Administration, MS Office Suite, 1C, Data Analytics, Digital Transformation