HYBRID EXECUTIVE

Vasily Smertin

Managing Director / CEO

Automotive | Private Capital and Family Office | AI-enabled Business Advisory

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KEY ACHIEVEMENTS

+ **Hyundai Motor CIS**: **~USD 3 billion annual revenue**. **100,000 vehicles sold annually**. **St. Petersburg Manufacturing Plant - launch support**. Full country P&L.
+ BRP Rosan, 2006-2008: **30** to **68** dealers. **53** cities. Turnover grew from approximately USD **200** million to USD **500** million during the tenure. Inventory turnover +**15%**. Team: **500+ people.**
+ Single Family Office, 2010-2022: **>EUR 250 million peak AUM**. **>EUR 500 million cumulative investments**. Average annual portfolio return **approximately 8%**, net of expenses.
+ International investor projects: **EUR 70 million** in residential and commercial property investments. Four years. Projects completed. Project margin **>25%**.

P&L | Leadership | AI fluent | Dealer Networks | Investment Oversight | M&A Screening | Due Diligence | AI-assisted Analysis

LOCATION	LANGUAGES
Berlin, Germany	English fluent Russian fluent

MANAGEMENT STYLE

I am not the smartest person in the room. I am an active listener. I bring the team's best ideas together, and we turn them into a finished product. I own the outcome — with 110% commitment.

LOOKING FOR

Managing Director / CEO. Startups, greenfield ventures and new-market launches from the ground up. Commercial growth, company performance and disciplined capital allocation. Full accountability for results in complex situations.

SIGNATURE CASE

BRP Rosan national dealer network

Context General Director, national sales company. Russia. August 2006 - August 2008.

Action Built regional distributor and dealer partnerships. Three partner supply centres for equipment and spare parts. Stock audit. Changes to dealer, parts and logistics processes.

Result **30** to **68** dealers across **53** cities. Annual vehicle-inventory turnover +**15%**. Company turnover grew from approximately USD **200** million to USD **500** million during the tenure.

HYBRID ATHLETE

Running — 50 km weekly. Resistance training — twice weekly.
Strict discipline. Up at 6 AM.
No alcohol. No smoking. No added sugar.

Energy — fully charged.  **100%.**

EXPERIENCE

SmartIn-Advisory

Co-founder | Berlin | Jan 2026 - present

AI and digital transformation for SMEs. Sales, inventory and performance analysis. Investor M&A screening. Due diligence. Business improvement plans. AI-assisted research. Team includes former BCG professionals, bringing consulting rigour to practical execution. Live project across 50 branches of an FMCG retailer with around 1,000 branches and USD 50bn annual revenue.

International German Investor Projects

Investor Representative | Malaysia and Thailand | Feb 2022 - Dec 2025

Residential and commercial property investments. EUR 70 million. Four years. Projects completed. Project margin >25% (profit/revenue).

Single Family Office

Managing Director | Luxembourg | Nov 2010 - Dec 2022

Equity & private equity: manufacturing, FMCG, distribution, automotive retail & dealerships, fintech. Real estate. Private equity acquisitions, interim management of acquired assets, and development of transformation and value-creation plans. **Seven jurisdictions.** Office costs within 40 bps of AUM.

Hyundai Motor CIS

Executive Director and Genesis Project Lead | Moscow | Aug 2008 - Oct 2010

Country operations and commercial planning. Genesis launched in five cities; two company-owned Brand Shops delivered. Supported launch preparation and the launch of the St. Petersburg Manufacturing Plant. Co-developed a captive-bank project for automotive retail financing; the project did not proceed to launch.

BRP Rosan (National Sales Company)

General Director and Country Manager Russia | St Petersburg | Aug 2006 - Aug 2008

Full responsibility for BRP’s Russian business and results. Managed contract manufacturing of helmets and electric bicycles in China. Extended on-site work with BRP R&D and manufacturing teams in Ciudad Juárez, Mexico, and Rovaniemi, Finland, on Russian-market ATV and snowmobile models through development cycles lasting several months.

Mazda Motor Logistics Europe N.V.

Business Manager | European Headquarters, Leverkusen | Jul 2005 - Aug 2006

Helped launch Mazda’s Russian National Sales Company from European headquarters, working with the brand’s Japanese management. Developed the existing dealer network, supporting annual sales of 50,000+ vehicles, primarily Mazda3 and Mazda6. Established dealer training and the aftersales framework for service and spare parts.

Audi Russia / Toyota Motor Russia / ExxonMobil

Earlier roles | Audi: 2001 - 2004

Head of Spare Parts at Audi; original Audi accessories reached approximately EUR 3.5 million annual turnover by 2003. Earlier roles: After Sales Area Manager, Toyota Motor Russia; Key Account Manager, ExxonMobil Russia.

EDUCATION

MBA in International Business | University of East London, UK | 2005
Six-year Diploma in Mechanical Engineering | Moscow Automobile and Road Construction Technical University, Russia