



## **A DRIVE TO SUCCEED**

Roman Muzyka, Marketing and Sales Director at BIAXPEN, on choosing the right path in life and things that keep him going.

### **About persistence**

I was born and raised in the Urals, spending my childhood and adolescence in Kamensk-Uralsky and student years from 1993 to 1998 in Yekaterinburg. Thanks to my abilities and persistence, I was eligible for a government-funded tuition and graduated from the Department of Economics and Management at the Ural State University with a degree in corporate foreign trade management. In the early 1990s, it seemed beyond the realm of possibility, and it was my good command of English and perseverance that landed me admission.

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### **About motivation**

Although there were many good things about the USSR, I also remember the lack of food and money. I come from a very humble background: my mother was a teacher, and my father was a power engineer at a production facility. Back in my early years, I promised myself to give my family a better life one day.

This goal was behind my passion, persistence and self-discipline that kept me moving forward. My dad used to tell me, "It's good to work with your hands, but it's great to work with your head." I studied English and always had sports in my life, getting involved in biathlon and competing for the university team.

### **About family**

I am lucky to have a wife, two kids and a Jack Russell terrier called Bonaparte. I am kind of a Sunday dad, because I have spent my entire adult life on a plane or at work, but my weekends are all about the kids.

Our son Alexander, aged 11, gets straight As at school, loves sports and studies Spanish and English. Last month, he qualified for the 3rd proficiency level in swimming among adults. Our daughter Natasha turned 18 at the end of last year and has quite a mature personality for her age. In 2019, she received a grant from the Chinese government, making it to the Top 10 winners of an international

Chinese language competition. Last year, she was also admitted to the Russian Foreign Trade Academy, so now she will be studying towards two degrees – from the Academy and the Fudan University in China.

I admire her goal-oriented attitude and personal maturity along with her values, interests and opinions. Of course, much of the credit goes to my wife, who shouldered most of the upbringing, education and everything we instilled in our children. I hope that they also share my values, including persistence in achieving goals, commitment to loved ones, honesty and trust. Time will tell.



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## **On taking rest**

My day begins at 4.30–5.00 am. On a weekend, I can sleep for another hour. Then I do yoga. As I have said, weekends are family time. On extended weekends, we love taking trips to cities and towns making up the Golden Ring outside Moscow. In winter, we often go skiing all together, always having Bonaparte with us, because he is family. In summer, we spend most of the time in Moscow, as the children have exams. We also take trips to the seaside, like everyone does.

## **On other countries**

My family and I have spent three years in China due to my work. I do not believe in the notion of exotic countries, as it all is all about cultural differences. We too seem exotic to other nations. It is great to have an opportunity to travel to another country and get to know and understand its culture.

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## About yoga

For about four years, I have been doing Ashtanga Vinyasa, one of the most challenging and exciting yoga styles. Back in high school, I was very much into biathlon and then practiced Wushu until the age of forty. I am an eight-time European champion in Tai chi and a silver (twice) and bronze medalist of the 2010 World Championship in Hong Kong.

Ashtanga Vinyasa helps me stay in shape physically through daily exercise and improve spiritually. On the yoga mat, I leave behind all the stress and negative emotions. Yoga also helps me keep a clear mind and stay healthy. I believe that personal growth should be harmonious, and physical and spiritual development is just as important as success in business. These things go hand in hand.





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In our family, I am the only one practicing yoga. I do not try to impose my preferences on friends and family, as I believe that people should chart their own path and make their own choices. We all need to fulfil ourselves and find our own place in life. Some prefer collecting stamps or paintings, while others find fulfilment in staying fit and perfecting their bodies – both ways are equally viable.

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## About family background

We are trying to put together our family tree and so far have been able to track our great-great-grandparents. Unfortunately, traces are lost beyond 1917. Muzyka is my ancestral surname on the paternal side with roots in the Chernigov region of Ukraine. I have been to the village where my family is from to visit my great-grandmother. Remarkably, 99% of people there have the surname Muzyka. Interestingly, many people bearing it are musically talented and good at singing. Not me though, I have a terrible ear for music.

On the maternal side, my ancestors come from the village of Poshchupovo, near Konstantinovo in the Ryazan Region. My great-grandfather was a well-to-do tobacco farmer. Not surprisingly, in 1928, he fell victim to the land requisition and deportation campaign also known as dekulakisation. He was arrested and exiled to places like Kolyma and Magadan, where he spent 14 years before being exonerated an hour prior to the expiration of the exile term.

The maxim that you should never forget your past is very appropriate in business. Companies develop in cycles, and it is essential not to waste your existing practices and expertise when you are about to move to the next cycle.

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## About plans in SIBUR

BIAXPLEN is a gem in SIBUR's crown. My job is to ensure that the company's market value is growing. This means making sure that the company develops both in business and organisational terms. A business is robust and successful only when it relies on a strong and competent team.

We have come a long way and continue developing. Today, complex films account for 36% of our portfolio, with plans to bring it up to 40% next year.

Integration with the recently acquired Manucor is of major significance for the company. This is a very important project, and I am very hopeful that its synergistic effects will allow our companies to tap into new markets and segments, expand our product portfolio, and access end consumers.

## About the workplace

I prefer working at a desk that has nothing but a computer and a telephone on it. As the German saying goes, order on the desk makes for order in the mind. I fully agree with this approach.