



Edward Baumgartner

Managing partner, UK, London



Edward Baumgartner has built a successful career spanning corporate communications, broadcast and print journalism and market analysis in the US, the UK and Russia, where he has worked for ABC, Fox, The Economist Group and Global Insight, among others. He is the founder of Baumgartner Ltd, a consultancy that focuses mainly on the former Soviet Union.

From 2002 to 2005, Edward was a partner and head of the Russia and CIS business at Shared Value, a London-based investor and public relations consultancy. His role involved advising the senior management of leading regional companies on communications strategy, and his clients included Wimm-Bill-Dann Foods, Evraz Holding, Modern Times Group, Pharmacy Chain 36.6, Sukhoi, the Russian Regional Jet consortium, Sistema and Interros.

Since 2005, Edward has been an independent communications and due diligence consultant. In particular, he is an independent financial communications adviser to Wimm-Bill-Dann Foods, Russia's largest food producer, and Public Area, a leading Moscow-based investor relations firm, as well as Flexi Communications, a public relations house in Kyrgyzstan. In addition, Edward recently served as a public relations adviser in a major transaction by a state-owned energy firm in Ukraine. He has also been the lead writer of annual reports for numerous Russian blue-chip companies, including Sistema, Comstar, Wimm-Bill-Dann Foods and Rosinter.

In 2009, Edward was the leader and head researcher of a project to write a five-year plan to develop a strategic industry for the government of Kazakhstan, as part of the country's accelerated industrial development and diversification programme.

Edward has a BA in History from Vassar College and an MA in Russian, Eastern European and Central Asian Studies from Harvard University. He speaks Russian fluently.

To me, my profession is...

A way to explore different cultures and connect to people

Career highlights

Worked in television news in the US but wanted to see more of the world. After getting my MA from Harvard, lived in Moscow and St Petersburg in late 1990s and early 2000s, observing the recovery of Russia and the CIS from the financial crisis. Worked for Shared Value in London where I worked with top managers of companies looking to come to the financial markets for the first time. Set up own CIS-focused consultancy and have had the privilege to work for clients in Central Asia as well as almost every country in the CIS.

I am proud of

How some of my early clients have built hugely successful businesses in challenging environments – and that I have played some small role in this.

Apart from work I am interested in

Traveling – anywhere for any length of time to see something new and meet interesting people

I also can

Write fiction

I want to learn

Fluent Farsi, Turkish and all of the Central Asian languages...