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INDEPENDENT NEWS FROM RUSSIA

New Publisher Named to The Moscow Times

By Alexander Bratersky

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Ekaterina Movsumova has been selected as the new publisher of The Moscow Times, replacing Ekaterina Son, the paper's parent company Sanoma Independent Media announced on its website Tuesday.

Movsumova has worked at Ericsson telecommunications company on Russia's Expo 2020 bid committee and earlier did a stint as marketing manager at The Moscow Times.



Ekaterina Son
For MT

After five years as publisher, Son is moving to RBC Publishing, where she will be working with Moscow Times founder Derk Sauer and former Sanoma Independent Media CEO Elena Myasnikova, who earlier took senior positions at RBC.

“I am very glad to become part of a professional team and to introduce new business areas,” said Movsumova, who called The Moscow Times, founded in 1992, a “legendary brand.”

Prior to her first stint at The Moscow Times, Movsumova, who has a law degree, worked for Sweden’s Ericsson in Russia and was a senior manager at the Russian division of Germany’s Heidelberger Druckmaschinen, a producer of printing equipment.

When she left the paper in December 2011 she worked as a marketing director for Russia’s Expo-2020 bid committee, promoting the city of Yekaterinburg as a venue for the World Expo, which will take place in 2020.



Ekaterina Movsumova
For MT

In January, Mavsumova ran the Russia House at the World Economic Forum in Davos, where senior Russian government members met with foreign experts and journalists.

“Yekaterina has a wealth of experience in practical business work. She is creative and full of energy. Those features create success on the market today,” said Mikhail Doubik, a board member at Sanoma Independent Media.

He said that The Moscow Times will focus on development of the paper, website, digital applications and conferences.

In her earlier role as marketing manager at The Moscow Times, Movsumova is perhaps best remembered for helping to organize a corporate regatta on the Aegean Sea. The Vedomosti Cup regatta, named after the Vedomosti daily business newspaper — which is also a Sanoma Independent Media publication — was seen as a success.

Movsumova herself was an “active participant” of the regatta, Moscow Times reporter Jonathan Earle, who covered the regatta for the paper, said Tuesday.

Movsumova also recalled her experience with pleasure. “Everyone was alive and well and wants to rush off to the sea again,” she said in 2011.

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