

MOSCOW, RUSSIA, October 3, 2013 **/24-7PressRelease/** -- Ksenia Shmatkova, Director of Human Resources of Groupon, has been recognized by Worldwide Branding for showing dedication, leadership and excellence in human resources.

Ms. Shmatkova loves supporting people and seeing them advance in their career. As the director of Groupon's human resources department, she oversees the employees of more than 20 cities across Russia. She manages all operations of the department, which supports recruiting, training, talent management, policies, goal setting, compensations, payroll and the administration of all HR documentation. Certified in labor legislation, Mrs. Shmatkova handles legal and court issues, labor inspections and audits. She is also constantly invited to speak at conferences. The latest this year is to take place in Moscow in September, as she is to conduct public speaking as a facilitator at a conference in the area of compensation and benefits. Her areas of expertise include strategy, talent management, training & development, compensation & benefits as well as recruiting and administration.

As HR generalist Mrs. Shmatkova understands the value that a well aligned to the strategy human resources department adds to an organization. She is especially proud of the former colleagues she mentored during her career of 23 years; they started out at an assistant level and have now reached their goals of becoming HR directors themselves. Mrs. Shmatkova is a dedicated Academic Council member and tutor at HR Director's school and a member of SHRM since 2007. In 2013, she was named one of the 10 best writers in 10 years in the 10th Anniversary Edition of the human resources journal 'Kadrovoe Delo', one of the leading HR magazines in Russia. She attributes her achievements to being a self-made woman; she gives 100 percent on a daily basis.

Another reason why Mrs. Shmatkova has been so successful is the fact that she never stops learning. She holds three master's degrees: a master's degree in psychology, a master's degree in linguistics and a Master of Business Administration degree. She is also a Certified Global Remuneration Professional. And last but not least, the key to success of every professional is constant support of the family. Mrs. Shmatkova has been married for 20 years and has a 19-year-old daughter. Looking toward the future, Mrs. Shmatkova intends to move up within the company, continue educating herself, and coaching her colleagues by leading by example with true passion for the profession, bringinh value to the executive team and the business.

For more information about Groupon, visit <http://groupon.ru> .

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An international company, we provide our members with access to members in over 52 countries including, the United States, Canada, Australia, the United Kingdom, France, The Netherlands, Germany, Ireland, Spain, Switzerland, South Africa, Belgium, Mexico, Italy, Brazil, Sweden and The United Arab Emirates, just to name a few.

We presently have two offices, but we are headquartered on Long Island. Our team comprises more than 100 staff members and spans 10 key departments.

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Contact: Ellen Campbell Director, Media Relations mediarelations@worldwidebranding.com