

Plastics in Packaging

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Careers in packaging

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Private equity firm targets paragon of

Uniting authenticity in a global manufacturer

Authenticity is a key driver for success, with the understanding that happiness and profitability come when people – and businesses – are working in tune with their ‘why’. For Olexiy Shapovalov, appointed earlier this year as the new regional director for global plastics packaging manufacturer Retal in Europe and the US, his commitment to authenticity is his why and his how.

We may not need to answer the age-old conundrum of ‘live to work, or work to live?’ if our working self can be in tune with our true character. The ultimate goal of being ourselves while being appreciated and rewarded financially means that both elements are achievable. Of course, the challenge is in finding a career that harnesses our capabilities and our passions and pays us at the same time, but if we’re lucky enough to find that career, it creates a virtual circle in value for our employer too.

At a time when multinational businesses need to understand both their local and global responsibilities more than ever, as well as appreciating the varying cultural expectations of a large workforce, a person that unifies such a group is certainly valued. Shapovalov works across Retal’s European and US regions, including Georgia, Kazakhstan and Ukraine. He speaks Russian, Ukrainian and English fluently.

“So much has changed in the 18 years I’ve worked at Retal and I love that,” admits Shapovalov. “By analysing what works and what doesn’t, knowing why some markets are stable and others are harder, and listening to people who are experts in their field, means that we can



Olexiy Shapovalov is regional director for global plastics packaging manufacturer Retal in Europe and the US

meet the challenge of retaining and growing our market share. I’m very open to ideas and I value people that are open too; by being honest and transparent, you can create solutions.”

Develop with purpose

Shapovalov is keen to bring together skilled people from across Retal in Europe and the US in order to promote a feeling of support and encouragement, and plans to achieve this through regular communication.

He adds: “I want people to trust me right from the start; I hate rumours and I like dialogue – no monologues from me! People can ask me a clear question and I’ll help them find an answer. But people must bring a positive attitude; I value self-motivation. Every day we must take steps in the right direction as that is how we will continue to develop and have purpose – as a company and as individuals.”

A Dnipro native who has spent almost half of his life at Retal, Shapovalov says that everything he has achieved is because of the teams around him, and is convinced that a motivational approach to life delivers results.

“Everyone has a different life, a different motivation inside themselves,” he says. “Whatever that is, I want our people and our customers to know that by being honest and open, by sharing what you actually need, people can respond to that. It’s easy to find out the latest legislation or the tender or the documentation and of course we must answer those questions; but it’s about how you work with people, and how people work with you.”

By Emma-Jane Batey