

OLEKSANDR KALONOV · Олександр Кальонов

Entrepreneur · Author (as Alex Fox) · Ukrainian Premier League Referee

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Profile

Born in Ukraine and raised in Italy, I took a one-way flight to Kyiv in January 2014 — in the middle of Maidan — and spent the following decade building companies in Ukraine through war, crisis and blackout: an innovation hub in a historic 1882 book factory, the local operations of an airline, a B2B marketplace connecting Ukrainian producers to the world, and a resilience hub with generators and Starlink. I wrote a book about that decade, publish a magazine, and still referee every week.

Experience

2022 — present Founder, Faktorist (faktorist.com) — B2B marketplace for Made-in-Ukraine products, connecting Ukrainian producers with buyers worldwide. Born from a 2020 B2C pivot; described by an early investor as “the Alibaba of Ukraine”.

2022 — present Founder, BRAVE — Lviv resilience hub opened 1 December 2022: generators, Starlink, a bunker; full from the first day.

2014 — present Founder, OK Factory — turned an 1882 Austro-Hungarian book factory in Lviv into an innovation hub: IT development, e-commerce, market-entry consulting for Eastern Europe.

2016 — 2020 Ernest Airlines — Ukraine operations — built and led the airline’s local non-flight operations (partnerships, advertising, events, ticket sales) through its one-millionth passenger, until the licence revocation and the 2020 pandemic.

2007 — present Football referee — Associazione Italiana Arbitri (Padova) since age 15; worked at EURO 2012; Ukrainian Premier League match official since 2022.

Author & Media

Everything Will Be OK: Building Bridges Through War, Crisis, and Chaos (Factory FZE, 2026) — written in English, Ukrainian and Italian and signed as Alex Fox; eBook on Amazon since 28 September 2026, official launch 13 October 2026. Publisher of the Made-in-Ukraine quarterly magazine and weekly podcast. Speaker on War-Life-Balance and economic resilience. Chapter 16 of the book keeps writing itself online at kalonov.com.

Ventures & Ecosystem

Founder of FTR, a utility token for settlement and embedded credit on verified trade receivables across the Faktorist network. Supporter of ukrexport.org — committed to Ukrainian companies earning through trade, creating jobs and generating wealth through goods and services. Creator of the UAmbassador referral program.

Languages

Six languages spoken fluently; a seventh in progress.

Full biography: kalonov.com/en/about · Press kit: kalonov.com/en/press · Book: everythingwill.be/ok · Scan the code for the referral link.

kalonov.com/r/KALONOV

