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PROFESSIONAL EXPERIENCE:

- **22.09.2009 - 1.04.2010 — marketing director — «Proinovatie» SRL(marketing)**
- **01.07.2006 — 18.01.2008 — marketing director — Chateau Vartely Ltd. (winemaking)**
- **01.06.1997 — 01.07.2006 — foreign markets expert, head of sales department — Dionis Club (winemaking)**
- **01.11.1996 — 03.07.1997 — chief economist at the market conjuncture and advertising department — BC Moldova Agroindbank**
- **01.08.1981 — now — ASEM associate professor, department of marketing and logistics**

EDUCATION:

- **1977—1981 — Donetsk Trade Institute, speciality — economist**
- **1988—1991 — Kiev Trade and Economic Institute — postgraduate courses, department of marketing**

TRAINING PROGRAMS:

- **1998 — Community Connections training program, USA — business**
- **2001 — Export Marketing For Food & Beverage Sector workshop, Greece, HEPO**

KEY SKILLS:

- **Languages: Russian — native, English (written and oral) — fluent**
- **PC user: Windows XP, Microsoft Office, Internet**
- **Driving licence — B**

SUMMARY OF QUALIFICATIONS:

- **Formation of contracts, logistics with clients from CIS and foreign countries**
- **Introduction of new products to the markets**
- **Marketing research**
- **Branding**
- **PR activity**
- **BTL-actions**
- **Organization of exhibition activity, participation at the international competitions**
- **Planning and forecasting of company's marketing activity**

ADDITIONAL INFORMATION:

- **Doctor of Economics academic degree, 1991 — the defence of a thesis**
- **Since 2001 — associate professor (conferenciar universitar)**

AFFILIATIONS:

- **Louisville (USA) honorary freeman**

PUBLICATIONS:

- **45 methodological articles**