



AYJAN KASIMBEKOVA

Marketing Specialist since 1996

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PROFESSIONAL EXPERIENCE:

2005 – present	MOREINFO PE , Marketing Research Agency, Director, Owner
2009 - present	Trainer in Marketing, Marketing Research
1996 - 2005	“RAI Consultants Services Ltd” , Marketing Research Agency, Research Executive

EDUCATION

1996-2001	Tashkent State Agrarian University, Economist
2009	UJC (Uzbek- Japan Center) , PMP-13 A1

Some CONFERENCES, SEMINARS and PROFESSIONAL TRAININGS

- “Change management for consulting. How to do it in practice. May-July 2020. EBRD Advice for Small Businesses (ASB) Program in Uzbekistan
- Ethics and Professionalism in Consulting, August 2020, Kazakhstan. BCPD, CMC Kazakhstan.
- Introduction to Management Consulting, July 2020, Kazakhstan.BCPD, CMC Kazakhstan
- «Project Management for Consultants», Advice for Small Business, European Bank for Reconstruction and Development, October 2019
- «Fundamentals of Management Consulting», Advice for Small Business, European Bank for Reconstruction and Development, January 2019
- Essentials of Ethics for Management Consultants, Tashkent, June 2010
- Leadership”, organized by Sinton Program- Russia, Tashkent, February 2010
- Advertising that sells”, organized by Krugozor Kazakhstan, Tashkent, January 2009
- Advanced Marketing, The Uzbekistan-Japan Center for Human Development, Tashkent, January 2009
- “The 13th Professional Management Program”, The Uzbekistan-Japan Center for Human Development, Tashkent, April-September 2009
- Strategic Marketing and media planning”, organized by Krugozor Kazakhstan, Tashkent, November 2008
- Asia Pacific Conference, organized by ESOMAR (The European Society for Opinion and Market Research) Singapore, April 2008 and others

SUMMARY OF SKILLS:

- ✓ Analytical and technical expertise in business analysis
- ✓ Extensive knowledge of qualitative and participatory research techniques including study and methodology design, stakeholder analysis, design and implementation of individual interviews
- ✓ Extensive and in-depth regional experience in Central Asia
- ✓ Proven coordination and management skills
- ✓ Russian – native language; Uzbek –good, Kazakh- good, English-good

Additional information

- Member of ESOMAR, since 2007 up to present-2024
- Consultant, Professional membership in the "Kazakhstan Chamber of Management Consultants" from 2019 up to the present, 2024
- Cofounder on National Marketing Center, since December 2016
- Member of Association of Professional Business Consultants of the Rep. Of Uzbekistan, 2010
- Member of Association of Business Women of Uzbekistan ,2009

Best regards,
Ayjan Kasimbekova

