



Dumitru Slonovschi

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ABOUT ME

I am a sociological researcher and strategic marketing consultant with over 24 years of experience. As the head of Magenta Consulting in Moldova, I have led the implementation of over 2.000 research and consultancy projects across various sectors and countries. My expertise spans sociological and market research, communication strategies, and public policy projects, with a deep understanding of the local business and political environment. I am also the co-founder of Dreamups Accelerator, where I have mentored over 300 startups, guiding young entrepreneurs in business development and innovation. Additionally, I bring 14 years of teaching experience in Research Methods and Marketing Management at the Academy of Economic Studies and the Technical University of Moldova. Passionate about data-driven insights and strategic decision-making, I am eager to tackle new challenges that contribute to both business growth and societal development.

EDUCATION AND TRAINING

01/09/2010 – 30/06/2012 Chisinau, Moldova

MSC, NATIONAL SECURITY - FIGHTING PROPAGANDA AND MISINFORMATION University of the Academy of Science

11/01/2003 – 30/12/2009 Chisinau, Moldova

PHD, INTERNATIONAL BUSINESS Academy of Economic Studies

06/01/2001 – 02/07/2003 Goteborg, Sweden

MSC, INTERNATIONAL BUSINESS University of Gothenburg

01/10/2000 – 30/07/2001 Lund, Sweden

MBA, MASTER OF BUSINESS ADMINISTRATION Lund University

01/09/1996 – 30/06/2001 Chisinau, Moldova

BA, FINANCE & BANKING Academy of Economic Studies

01/09/1998 – 24/06/2001 Chisinau, Moldova

BA, BUSINESS LAW Academy of Economic Studies

WORK EXPERIENCE

FOUNDER / GENERAL DIRECTOR – MAGENTA CONSULTING – 05/04/2006 – Current – CHISINAU, MOLDOVA

Website: www.consulting.md

Magenta Consulting is a leading research and strategic consultancy firm in Moldova, specializing in data-driven insights, policy advisory, and innovative market solutions for public institutions, international organizations, and private sector clients.

- Implement over **2.000 research and consultancy projects**, providing data-driven insights to support strategic decision-making for government institutions, international organizations, and private sector clients.
- Provide **sociological research and strategic communication consultancy to president, prime ministers, high government officials and political parties**, delivering evidence-based recommendations for policies, electoral strategies, and public engagement.
- Manage a team of **40 consultants**, overseeing project execution, resource allocation, and ensuring high-quality deliverables that meet client expectations.
- Drive **business development initiatives**, securing new clients and introducing innovative research solutions tailored to market demands.
- Advise **government bodies and NGOs** on key socio-economic issues, contributing to national and regional development strategies.
- Introduce and apply **innovative research methodologies**, such as **eye-tracking technology**, to enhance consumer behavior analysis and market research precision.
- Build and maintain partnerships with **international organizations, government agencies, and civil society**, fostering collaborations that drive sustainable development goals and impactful policy-making.
- Oversee the development and launch of **new research products and services**, ensuring they stay relevant with evolving market trends and technologies.
- Play a key role in positioning **Magenta Consulting** as a leading research and consultancy firm in Moldova, driving continuous growth and innovation.
- Ensure compliance with **international research standards and ethical guidelines**, maintaining a strong reputation for quality and integrity in all projects.

RISK COMMUNICATION EXPERT – SWEDISH CIVIL CONTINGENCIES AGENCY, DCAF & GENERAL INSPECTORATE FOR EMERGENCY SITUATIONS – 07/01/2026 – 05/06/2026 – CHISINAU, MOLDOVA

Contributed to a baseline study strengthening risk communication and disaster-preparedness education in the Republic of Moldova, within the "Toolkit for Risk Communication to Youth in Schools via Remote Learning in Moldova" project, implemented in cooperation with MSB, DCAF, and IGSU.

- Conducted in-depth interviews with teachers, parents, and adolescents to assess risk perceptions, identify communication barriers, and map the emergency-preparedness and disaster-prevention learning needs of young people.
- Carried out the statistical and contextual analysis of the existing risk communication environment, including a review of extracurricular educational materials and current teaching practices in risk education.
- Supported institutional consultations with IGSU, education authorities, and other relevant stakeholders, providing local expertise on the Moldovan educational and social context.
- Contributed to the analysis and interpretation of findings and co-drafted the baseline assessment report, including recommendations for a digital risk-communication toolkit adapted to adolescents and applicable in both urban and rural settings.

NATIONAL CONSULTANT AND RESEARCH EXPERT – UNDP & MINISTRY OF LABOUR AND SOCIAL PROTECTION OF THE REPUBLIC OF MOLDOVA – 10/01/2026 – 27/05/2026 – CHISINAU, MOLDOVA

Contributed to a comprehensive accessibility assessment of regional social service centers in the Republic of Moldova, within the UNDP "Digital Transformation of Social Protection" project, implemented in partnership with the Ministry of Labour and Social Protection.

- Designed and implemented qualitative and quantitative research evaluating the accessibility and user experience of beneficiaries interacting with social assistance institutions and one-stop-shop service centers.
- Co-developed the assessment methodology based on the "User Safari" approach, mapping the full beneficiary journey from needs identification through service delivery and follow-up.
- Conducted in-depth interviews and consultations with institutional representatives, beneficiaries, and vulnerable groups across 10 regional centers, including older persons and persons with disabilities.
- Carried out the technical accessibility assessment of service centers, evaluating physical accessibility, procedural barriers, navigation, communication processes, and alignment with legal and EU accessibility standards.
- Analyzed and interpreted quantitative and qualitative data from surveys and interviews, and developed evidence-based recommendations to improve physical and procedural accessibility, enhance user experience, and strengthen the one-stop-shop model for social services.

STRATEGIC COMMUNICATIONS CONSULTANT – UNDP – 01/11/2023 – 24/12/2025 – CHISINAU, MOLDOVA

The project supports the Government of Moldova in implementing PARS (Public Administration Reform Strategy 2023-2030), focusing on voluntary amalgamation and decentralization reforms. It strengthens the State Chancellery and CIMU by providing expert support in strategic communication, stakeholder engagement, and monitoring.

- **Develop the national communication strategy** for the **amalgamation process**, ensuring clear messaging and stakeholder engagement at national and local levels.
- Plan and implement a **strategic communication campaign**, adjusting messages for different communities and responding to public concerns.
- Conduct **sociological research** to assess public knowledge and attitudes, using insights to shape communication strategies.
- Organize and facilitate **focus groups, consultation sessions, and vision-building workshops** in targeted communities and districts.
- Develop and manage a **common database and online dashboard**, extracting key statistics and reports to support decision-making.
- Support **post-amalgamation communication efforts**, ensuring a smooth transition for local governments and communities.
- Collect and analyze data for **Monitoring, Evaluation, and Reporting** of the **PARS 2023-2030**, assisting the **State Chancellery** in tracking progress and impact.

SENIOR CONSULTANT – STATTIS – 05/01/2019 – Current – ARIZONA, UNITED STATES

Stattis is a consulting company specializing in the development of national statistical systems. Their services encompass building statistical capacity, developing data systems, and offering expertise in survey implementation.

- Played a key role in the **PHIA research project** across three African countries—**Botswana, Zambia, and Kenya**, contributing to the successful implementation of large-scale health surveys.
- Led the **testing of research instruments, development of training manuals**, and conducted comprehensive training sessions for up to **400 enumerators simultaneously**, ensuring high standards of data collection.
- Oversaw **field data collection monitoring, quality control processes**, and collaborated with database teams to ensure data accuracy, consistency, and compliance with project protocols.

SENIOR PROFESSOR – ACADEMY OF ECONOMIC STUDIES – 02/06/2011 – Current – CHISINAU, MOLDOVA

- Delivered high-impact lectures on **Marketing Fundamentals, Marketing Research, and Marketing Audit** to master's students, equipping them with practical knowledge and strategic insights applicable to real-world business scenarios.
- Designed and implemented **comprehensive curricula** that align with the latest industry trends, ensuring students gain relevant and up-to-date marketing competencies.
- Provided academic **tutoring and mentorship for master's theses**, guiding students through research methodologies, data analysis, and strategic recommendations to achieve high academic standards.

SENIOR RESEARCH CONSULTANT – DELEGATION OF THE EU IN MOLDOVA / INSTITUTE FOR STANDARDIZATION – 01/05/2021 – 31/10/2022 – CHISINAU, MOLDOVA

The Delegation of the European Union to the Republic of Moldova represents the EU's diplomatic presence in the country, supporting democratic reforms, economic development, and Moldova's European integration through cooperation programs and policy alignment.

- Conducted a comprehensive national study to assess the **degree of implementation and use of standards** by businesses, industry associations, public institutions, and regulatory bodies in Moldova.
- Designed and implemented **qualitative and quantitative research** with public institutions.
- Led **desk research and data scraping activities**, analyzing legislation, company websites, and public procurement data to identify references to standards in Moldova.
- Managed the **entire research process**, including study design, questionnaire development, survey execution, respondent recruitment, and data validation in **Romanian and Russian**.
- Conducted **quality control and data analysis**, calculating a national indicator for the implementation of standards by each target group.
- Delivered a comprehensive research report, providing insights for ISM and the EU Delegation to support **policy alignment with international trade and regulatory frameworks**.

SENIOR RESEARCH CONSULTANT – PARIS21 (PARTNERSHIP IN STATISTICS FOR DEVELOPMENT IN THE 21ST CENTURY) – 01/12/2021 – 06/2022 – PARIS, FRANCE

PARIS21 is a global initiative that supports National Statistical Offices (NSOs) in low- and middle-income countries by promoting data-driven policymaking, enhancing statistical capacity, and fostering stronger user-producer engagement to improve the use of official statistics.

- Developed **tools to measure data user satisfaction**, including a modular User Satisfaction Survey questionnaire template and guiding documents for National Statistical Offices, particularly in low-capacity contexts.
- Conducted **background research and literature review**, contributing to the design and implementation of data user satisfaction measurement frameworks.
- Created a **comprehensive manual** in English covering questionnaire development, sampling schemes, data collection methods, quality control, and data analysis recommendations.
- Supported the drafting of **PARIS21's analytical report**, providing insights into user engagement with official statistics and informing **policy discussions** for development partners and governments.
- Assisted NSOs in **monitoring user perceptions of statistical products and data quality**, identifying areas for improvement, and strengthening **user-producer engagement** in line with PARIS21's 2021-2025 strategy.

CO HOST | RETHINK IT PODCAST – MOLDOVA INNOVATION TECHNOLOGY PARK – 01/12/2021 – 01/12/2022 – CHISINAU, MOLDOVA

Link : <https://www.youtube.com/playlist?list=PLDQCHqm6uJtJRL5GyAKNn9jcbD0wMI2dB>

RETHINK IT is a podcast that uncovers Moldova's hidden champion companies, exploring their cutting-edge digital products and the visionary minds driving innovation in the local tech ecosystem.

- Spearheaded the development of the podcast concept, shaping its direction to uncover **hidden champion companies** within Moldova's tech ecosystem and highlight their groundbreaking digital products.
- Brought valuable **industry insights** to the podcast, enriching discussions with strategic perspectives on marketing, innovation, and the evolving digital landscape.
- Led the **participant selection process**, identifying key industry leaders and entrepreneurs whose experiences and expertise align with the podcast's vision and audience interests.
- Implemented the podcast with a strong focus on **marketing perspectives**, guiding discussions on brand positioning, product-market fit, and growth strategies in the digital space.

BOARD MEMBER – ASSOCIATION OF MANAGEMENT CONSULTANTS AND BUSINESS TRAINERS OF MOLDOVA (ACAM) – 08/09/2017 – Current – CHISINAU, MOLDOVA

Serving as a Board Member, contributing to the development and promotion of professional consulting standards and business training excellence across the country. In this role, I actively support initiatives aimed at enhancing the competencies of management consultants and trainers, fostering industry collaboration, and aligning local practices with international standards such as ISO 20700 and CMC certification frameworks. I participate in strategic decision-making, advocacy efforts, and knowledge-sharing activities to empower business professionals and drive sustainable growth within Moldova's consultancy sector.

CO-FOUNDER & STRATEGIC ADVISOR – DREAMUPS – 01/05/2015 – 12/09/2019 – CHISINAU, MOLDOVA

Dreamups is Moldova's first startup accelerator, empowering young entrepreneurs with mentorship and resources to build and scale innovative businesses.

- Led the strategic development of **Dreamups Accelerator**, shaping its vision to support and mentor over 300 startups, fostering innovation and entrepreneurship in Moldova.
- Provided hands-on **consultancy and mentorship**, guiding startups through business modeling, market research, and go-to-market strategies to achieve sustainable growth.
- Developed and implemented **entrepreneurship programs**, including the Founder Institute and Startup Grind, offering structured learning and networking opportunities for aspiring founders.
- Established partnerships with **key stakeholders**, including investors, corporate partners, and international organizations, to drive funding opportunities and strategic collaborations.
- Played a pivotal role in **startup ecosystem development**, advocating for policy improvements and creating opportunities for young entrepreneurs to scale their ventures.
- Delivered expert guidance on strategic communication and branding, ensuring startups effectively position themselves in competitive markets.

FOUNDER & CEO – MEMORA ACCOUNTING – 08/08/2014 – 05/11/2018 – CHISINAU, MOLDOVA

I founded Memora Accounting, an accounting and financial consultancy firm in Moldova, providing comprehensive bookkeeping, tax advisory, and financial planning services to SMEs and startups. Under my leadership, Memora grew into a trusted partner for businesses seeking professional financial solutions. In 2018, the company **successfully merged** with **Moore Stephens KSC**, expanding its service portfolio and strengthening its market position in Moldova.

SENIOR RESEARCH CONSULTANT – SMART BUSINESS SOLUTIONS – 01/04/2005 – 24/03/2006 – CHISINAU, MOLDOVA

- SBS was a consultancy firm specializing in marketing research and export assistance, providing strategic insights and tailored solutions to help businesses expand into new markets and enhance their competitive advantage.
- Led and managed **marketing research projects**, providing actionable insights to support strategic business decisions for clients across various industries.
 - Conducted comprehensive **market analysis**, including consumer behavior studies, competitive intelligence, and trend forecasting to identify growth opportunities.
 - Developed research methodologies, designed surveys, and analyzed data to deliver high-quality reports that informed clients' marketing and business strategies.

SENIOR CONSULTANT – MOLDOVAN EXPORT PROMOTION ORGANISATION – 01/08/2003 – 19/03/2005 – CHISINAU, MOLDOVA

- MEPO was a government initiative established to support and enhance Moldova's export potential by providing strategic guidance, market access, and capacity-building services to local businesses.
- Conducted **market analysis and export potential assessments**, identifying strategic opportunities for Moldovan products in international markets.
 - Developed and implemented **export promotion strategies**, assisting local businesses in expanding their reach and competitiveness abroad.
 - Organized **trade missions, B2B meetings, and international forums**, fostering partnerships between Moldovan exporters and global stakeholders.

NETWORKS AND MEMBERSHIPS

15/10/2009 – CURRENT Amsterdam, Netherlands.
ESOMAR - European Society for Opinion and Market Research

I adhere to the highest ethical and professional standards in research and insights. My membership reflects a commitment to advancing the field through innovative methodologies, data integrity, and actionable insights that drive informed decision-making. Being part of the ESOMAR network allows me to stay at the forefront of global research trends, collaborate with industry experts, and contribute to the development of best practices in market research and strategic consultancy.

LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
RUSSIAN	C2	C2	C2	C2	C2
ENGLISH	C2	C2	C2	C2	C2

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
FRENCH	B2	B1	B2	B2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● PUBLICATIONS

2005

Market Entry Modes – A Result of Foreign Investors’ Commitment

International Symposium –European Integration and Economic Competition | Academy of Economic Studies, ISBN 9975-75-260-8

2004

Impact of Psychic Distance in Foreign Investors

International Symposium of Young Researchers | Editorial Department, Academy of Economic Studies, ISBN 9975-75-239-x

2003

New Patterns of Foreign Direct Investments: Indirect Internationalization of MNCs Using Platform Countries

International Business Journal | Goteborg Graduate Business School, ISSN 1403-8517

● ADVANCED COURSES

04/05/2018 – 30/05/2018

ISO 20700 – Management Consultancy Services

Ensuring adherence to internationally recognized best practices in management consultancy services. This certification validates my commitment to delivering transparent, effective, and high-quality consulting solutions that align with client needs and industry standards. ISO 20700 equips me with the framework to enhance project governance, stakeholder engagement, risk management, and value-driven outcomes, ensuring measurable impact and sustainable business improvements for clients.

02/02/2017 – 10/06/2017

Certified Management Consultant (CMC)

Achieved the globally recognized CMC designation, demonstrating my commitment to international consulting standards, ethical practices, and professional excellence. This certification affirms my ability to deliver measurable value, strategic impact, and tailored solutions to clients across diverse industries. The CMC designation reflects my expertise in areas such as strategic planning, organizational development, performance improvement, and stakeholder engagement, ensuring that consulting engagements align with best practices and drive sustainable business success.

11/09/2017 – 24/11/2017

Leadership, Entrepreneurship, and Professionalism (LEAP) | Stockholm, Sweden

The LEAP Programme is a leadership development initiative designed to foster innovative solutions to societal and economic challenges. Structured into three modules—Human Thriving, Planetary Thriving, and Social Thriving—the program equips participants with essential skills in personal leadership, sustainable development, and inclusive collaboration. Held in Stockholm, Sweden, and Tallinn, Estonia, it brings together entrepreneurs, policymakers, and industry experts to drive impactful, sustainable change.

01/11/2013 – 08/06/2014

Sida Private Sector Development Programme – Strategic Business Management | Stockholm, Sweden

Programme focusing on sustainable private sector growth and collaboration between public and private stakeholders. The programme equipped me with practical skills in strategic planning, market analysis, financial management, and leadership. I developed a Strategic Business Plan for my organization and contributed to an Action Plan for Private Sector Development, aimed at enhancing the business environment and fostering economic growth. The experience provided valuable insights into international best practices in entrepreneurship, innovation, and policy advocacy.

01/09/2013 – 15/09/2014

Advanced Marketing Research | University of Georgia | USA

I successfully completed the course, gaining expertise in advanced research methodologies, statistical analysis, and data-driven decision-making. The course covered a comprehensive range of topics, including sampling schemes, survey design, multivariate analysis techniques, and data interpretation. I developed proficiency in using industry-standard tools such as SPSS for data processing and analysis, applying techniques such as factor analysis, regression modeling, cluster analysis, and conjoint analysis to

extract actionable insights. The program also emphasized the importance of questionnaire design, data quality assurance, and ethical considerations in marketing research, equipping me with the skills to conduct high-quality, evidence-based market studies.

01/02/2010 – 30/03/2010

Manager Training Programme | Deutsche Management Akademie Niedersachsen (DMAN) | Celle, Germany

This program, initiated by the German Federal Ministry for Economic Affairs and Climate Action (BMWK), is designed to enhance the management skills of executives and entrepreneurs from SMEs. The training encompassed practical modules focused on strategic management, international business development, and fostering business contacts with German companies. Through interactive sessions and company visits, I gained valuable insights into German business practices and expanded my professional network, facilitating potential collaborations and partnerships.

02/05/2010 – 30/05/2010

Financial Management, Strategy Planning, and Risk Management | Das Wirtschaftsförderungsinstitut der Wirtschaftskammer Österreich (WIFI) | Vienna, Austria

This program provided in-depth knowledge of financial analysis, budgeting, investment planning, and strategic decision-making, equipping me with the tools to develop and implement robust financial strategies. The course also covered risk assessment frameworks, mitigation strategies, and financial forecasting, ensuring a proactive approach to business sustainability and growth.

● **PROFESSIONAL & TECHNICAL SKILLS**

Hard skills

- Strategic Communication & Public Relations – Planning and executing national communication strategies, stakeholder engagement, and crisis communication.
- Sociological & Market Research – Designing and implementing quantitative and qualitative studies, focus groups, and data-driven decision-making.
- Public Policy & Governance Consulting – Advising governments, public institutions, and international organizations on reform strategies and socio-economic development.
- Monitoring, Evaluation & Reporting (M&E) – Developing and implementing data collection frameworks, impact assessments, and policy evaluation mechanisms.
- Data Analysis & Statistical Research – Expertise in SPSS, CATI, CAWI, desk research, and eye-tracking methodologies for consumer behavior analysis.
- Project & Program Management – Leading large-scale research and policy projects, ensuring quality control, compliance, and stakeholder coordination.
- Stakeholder Engagement & Negotiation – Collaborating with government agencies, international donors (EU, UNDP, Sida, etc.), and private sector partners to drive impact.
- Training, Capacity Building & Mentorship – Conducting workshops, training programs, and mentoring startups and public sector officials.
- Entrepreneurship & Business Development – Co-founding startup accelerators, business mentoring, and supporting SMEs in market expansion.

● **COMMUNICATION AND INTERPERSONAL SKILLS**

Soft skills

- Leadership & Team Management – Managing teams of 40+ consultants, overseeing projects, and ensuring high-performance delivery.
- Critical Thinking & Problem-Solving – Analyzing complex policy and market challenges and providing evidence-based recommendations.
- Intercultural Communication & Diplomacy – Experience working with diverse stakeholders across government, private sector, and international organizations.
- Public Speaking & Presentation – Delivering reports, insights, and policy recommendations to high-level audiences, including government leaders and donors.