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Top Skills

Podcasting
Marketing Strategy
Business Planning

Languages

English (Professional Working)
Romanian (Native or Bilingual)
Russian (Professional Working)
French (Elementary)
Swedish (Elementary)

Certifications

Advanced SPSS
ESOMAR
Certified Management Consultant
Principles of Market Research

Publications

The impact of international financial crisis on foreign direct investments flow in the Republic of Moldova

Development of the model to estimate the incidence of FDI on the economic growth in the Republic of Moldova and their short term forecast

New Patterns of Foreign Direct Investments Indirect Internationalisations of MNCs Using Platform Countries

Dumitru Slonovschi

I help companies understand their customers and increase sales, by implementing marketing research and developing a marketing strategy with actionable plan.

Chişinău, Moldova

Summary

in 2006 I established Magenta Consulting, then the first marketing consulting company, and now a leading company on the Moldovan market in research, strategic marketing and business development. It is the only one in Moldova acknowledged by Esomar.

I grew together with my company and my clients, that became bigger and more each year. I have an awesome team of 30 people now that work hard to achieve the best results and quality for each project that we have. We work with international organisations present in Moldova, the biggest brands, but also we love to help startups and small companies to get on the right path.

Key Competences:

- Strategy development
- Marketing research and segmentation
- Branding and Product development
- Quantitative and qualitative research

Experience

Magenta Consulting SRL

General Director

March 2006 - Present (18 years 1 month)

Magenta Consulting is the first consulting company in Moldova specializing in strategic marketing, market and social research based on „smart” solutions.

By using new technologies and exclusive tools, we deliver to our clients personalized access to online reports within a much faster time than it is usually practiced in the industry. Our competitive advantage is the combination of the in-house research with consulting services.

Our services address public and non-governmental organizations, international organizations, political parties and private sector.

During the last 10 years we have successfully implemented over 1000 projects in the fields of research, consultancy, promotion & communication and policy development. We have a vast experience in research and consulting in such areas as retail (Metro Cash&Carry, Linella, Supraten, Romstal, MallDOVA), FMCG (Nestle, Coca-Cola, Efes, Orhei-Vit, Rogob, Delmark, Rusnac Aquatrade, Sudzucker), mass-media (Jurnal TV, Adevarul, Aquarelle, Business Class, VIP Magazin, Punkt, Aici TV), gas stations (Lukoil, Petrom, Rompetrol), telecommunications (Moldtelecom, Moldcell, Starnet, Conect, Sun Communications), banks (Victoriabank, EuroCreditBank, Mobiasbank) and many others.

Our social research clients are World Bank, IFC, GALLUP, USAID, IRI, USAID, GIZ, UNDP, UNICEF, UNWOMEN, WHO, IREX, Chemonics International, Development Alternatives Inc., IPP, Soros Foundation and other international organizations, NGOs and public authorities.

Academy of Economic Studies

Senior professor

2011 - Present (13 years)

Teaching Marketing Research and Marketing Audit courses for master Students. Tutoring Master students in master thesis writing.

Moldova Innovation Technology Park

Co Host | Rethink IT podcast

December 2021 - December 2022 (1 year 1 month)

Chişinău, Moldova

RETHINK IT is a podcast about the best technological innovations and digital products developed in Moldova. Every episode unveils a new hidden champion from the local tech ecosystem, digital products they develop, and most importantly, the visionary people that make it happen. Join us, in our refreshingly honest, open and fun conversations, as we unpack our guests' strategies, learn from their experiences and find inspiration around innovative uses of technology.

Dreamups

Co Founder

2015 - August 2019 (4 years)

Dreamups Innovation Campus este comunitatea unde tinerii antreprenori învață, fac schimb de idei și lansează companii globale. Creăm în Republica Moldova un mediu de afaceri corect, competitiv și sustenabil.

Memora Accounting

Owner

2014 - June 2018 (4 years)

Moldova

Memora is an accounting company that offers professional accounting services to companies that want to outsource the whole accounting department and save money, time and human resources.

Smart Business Solutions SRL

Senior Consultant

April 2005 - March 2006 (1 year)

Developing research techniques and implementing research

Moldovan Export Promotion Organisation

Senior Consultant

January 2003 - April 2005 (2 years 4 months)

Conduct marketing research on local and international markets

Education

University of Gothenburg

MSc, International Business · (2001 - 2003)

Academy of Economic Studies

PhD, International Business · (2003 - 2009)

Lund University

MBA, MBA · (2000 - 2001)

Academy of Economic Studies

BA, Business Law · (1998 - 2001)

Academy of Economic Studies

BA, Finance & Banking · (1996 - 2001)