

Name of Personnel	Dumitru Slonovschi
Position for this assignment	Market Research Expert
Nationality	Republic of Moldova
Language proficiency	Fluent in Romanian, English, Russian
Education/ Qualifications	<small>[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]</small>
	<p>Academy of Economic Studies of Moldova, 2012, Department of Finance, Ph.D in Economics.</p> <p>University of Gothenburg, Sweden, 2004, Master of Science in International Business</p> <p>Lund University, Sweden, 2002, Master of Science in Business Administration and Business Law</p> <p>Academy of Economic Studies of Moldova, 2001, B.A., Banks and Stock Exchanges</p> <p>Oslo University in Norway, 2000, International Development Studies, Scholarship holder</p> <p>Academy of Economic Studies of Moldova, 2001, B.A., Business Law (Second major)</p>
Professional certifications	<small>[Provide details of professional certifications relevant to the scope of services]</small>
	<p>EBRD, Moldova – Export Strategy Development Date of certification: 05.2017</p> <p>CMCI, Austria - Certified Management Consultant (CMC) Date of certification: 05.2018</p> <p>University of Georgia, Georgia, USA – Advanced Marketing Research, 200 hours Date of certification: 05.2015</p> <p>Deutsche Management Akademie Niedersachsen (DMAN), Celle, Germany (Manager Training Programme of BMWi for Executives and Entrepreneurs) Date of certification: 02, 2010</p> <p>Romsym Consulting SRL (IBM SPSS Training) Date of certification: 04, 2009</p>
Employment Record/ Experience	<small>[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.]</small>
	<p>Since 2006 I am managing my company Magenta Consulting, a leader in Moldova when it comes to marketing and social research, marketing strategy and coaching. We also operate in Romania, Sweden, Botswana, Zambia. Since 2006, we have implemented over 1.300 projects – related to Surveys, Focus groups, Policy development, Marketing strategy for companies, implementation of marketing campaigns, export assistance and coaching.</p> <p>Since 2011 I am teaching research methods and marketing management at AESM. About 1/3 of my activity involves work with top management, understanding their company need and trying to offer solutions. Usually, we start with the diagnostic, later implement a marketing research and finally we offer the marketing strategy for local market or for export.</p> <p>I am proud to mention country level strategies – Country Branding, Wine Sector Strategy, Tourism Strategy, Investor Attraction Strategy. For most of these project I did implement foreign market analysis, deciding on and grouping partner countries.</p> <p>March 2006– Present, Magenta Consulting, General Director/Senior consultant, Republic of Moldova</p>

- Managing research projects
- Developing research design
- Report writing
- Quality control
- Research presentation
- Policy development

September 2010 – March 2012, Research Institute for International Management, Research Consultant, Republic of Moldova

- Developing research instruments
- Report writing
- In-depth interviews
- Research results presentation

June 2012 – February 2013, GIZ - Support to the Government of Moldova in the field of anti-corruption, reform of Ministry of Internal Affairs, Research Consultant, Republic of Moldova

- Analysis of Quantitative data
- Report writing

June 2010 – December 2010, Initiatives for Change, Research Consultant, Switzerland

- Research design
- Project management
- Analysis of data
- Report writing
- Developing the strategy
- In-depth interviews

January 2005 – February 2006, Smart Business Solutions, Senior Research Consultant, Republic of Moldova

- Conducting research
- Research design
- Report writing
- Project management

May 2004 – January 2005, Moldovan Investment and Export Promotion Organization (MIEPO), Senior Research Consultant, Republic of Moldova

- Conducting research
- Research design
- Report writing
- Project management

October 2001 – October 2002, Utvecklingskollegiet i Lund AB, Consultant, Sweden

- Projects assistant
- Market overviews
- In-depth interviews