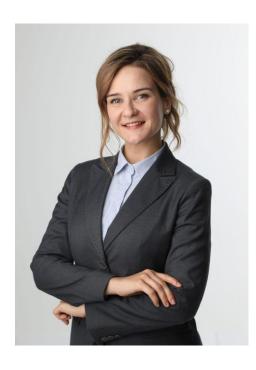


# Marina Pugacheva

Senior Management Consultant



#### Skills:

Analytical thinking:

Continuous learning:

Critical thinking:

Creativity:

Innovation:

## Summary

Analytical and detail-oriented professional with expertise in Customer Experience, Sustainability, Quality Management (ISO 9001:2015 certified), Sales and Marketing with the career expanded over several industries including hospitality, finance, media and manufacturing. International experience in Europe, Africa, Middle East and Central Asia.

## Areas of Expertise

- Quality Management in Operational Excellence
- Customer research and analytics
- ISO 9001:2015 Quality Management System Lead -Implementer Professional
- Circular Economy and Sustainability
- Sales and marketing: research, targeting, engagement, analytics, conversion.
- Revenue management.
- Customer Experience.
- Operations and event management.

### **Education**

- ISO 9001:2015 Quality Management System Certified Lead Implementer (CPD Certified)
- Organizational Learning and Development, National Association of State Boards of Accountancy (NASBA)
- ISO 31000:2018 Risk Management Guidelines, Quality Indeed Consulting Ltd.
- Data Science and Machine Learning, AstroLabs Academy, Dubai, UAE
- Finance, Accounting and Auditing, Financial University under the Government of RF
- Bachelor of Marketing Management, Kostroma State University, Faculty of Economics, Kostroma, Russia