

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