

Curriculum Vitae



Name: Alexander MOZHAEV
Date & place of birth: Yanghiul, Uzbekistan (URSS), 28/3/59
Status: Married. Two sons (born in 1984 and 1988)
Contacts: mozhaevalexander@yandex.ru
tel. +7/ 926 614 3339 (cell)

Education/ qualification:

- 1976** - Comprehensive School, Yaroslavl (Russian Federation) - Gold medal
- 1981** - State Institute for Foreign Relations (Ministry of Foreign Affairs of the USSR) - Highest Distinction in international economic relations
- 1990** - PhD in Economics of the East European countries with the Academy of Science of the USSR
- 1996** - Advanced Management Program with "Bates Worldwide", New York
- 1996** - Executive MBA Program with "Saatchi & Saatchi Advertising", London (led by Prof. Peter Doyle)
- 2000** - "Moving into Management" seminar at Management Center Europe, Brussels
- 2001** - "Getting ready for leadership" seminar at Management Center Europe, Brussels
- 2003** - "Strategy/ Value Innovation" Hans Thanheiser seminar in Austria
- 2004** - "Store Wars" INSEAD Seminar in Paris
- 2004** - "Leading Change" John Kotter (Harvard Professor), seminar in Moscow
- 2004** - "Lateral Thinking" Ed De Bono seminar in MTI, Moscow
- 2005** - "Negotiations skills" Scotswork Seminar, Switzerland

Languages:

Russian: mother tongue
English: excellent (spoken and written)
Italian: excellent (spoken and written) (4 years as the main working language in Italy, 1990-94)
German: medium level

Career experience:

- 1981-83** - English interpreter at a military construction site in Ethiopia (during military service)
- 1984-90** - researcher, Head of Marketing & Consulting Department at the Research Institute for Information & Economical Studies in Electrical engineering Industries (Informelectro), Moscow
- 1990-94** - trainee, account assistant, manager at Saatchi & Saatchi Adv. Italy (Milan), assistant to the Company's President for the former USSR countries
- 1994-98** - Account manager, Account Director, Group Account Director / Strategic Planner at Bates/ Saatchi & Saatchi Advertising, Moscow; Bates VIAG Saatchi & Saatchi, Moscow
- 1998-01** - Strategic Planning Director, Client Service Director/Deputy Managing Director/ Managing Director at Adventa, Moscow
- 2001-04** - Managing Director of McCann-Erickson Worldwide, Russia, since 2003 Vice President of the Social Advertising Creators Association (SSSR)
- 2005-09** - President, Managing Partner of Znamenka, Creative Agency, Moscow
- 2010 (till Aug.)** – CEO of 360D, Digital agency
- Since nov. 2010** – Strategic Development Director, TWIGA Communication Group
- Since sept. 2013** – full-time Professor of Integrated Communications Dpt at HSE, Moscow

Personal skills:

- well developed leadership abilities
- excellent at building and maintaining profitable relationships
- work management in various fields (communications, marketing, PR, trading)
- well developed analytical and conceptual abilities

- well developed creative skills in marketing and advertising
- capable at work presenting at all levels
- logical, well organized, hard working, capable of team building and motivating people
- IBM PC user (Windows, PowerPoint Word, Excel, e-mail)

Major career achievements:

- 1986-1990* - Consulting / negotiations to build-up of about 30 JVs in the former USSR
- 1990-1992* - European Training Project management (from Italy): about 20 young Russian managers placed in Italy, Germany, UK with multinational companies such as Procter & Gamble, Benetton, Manitoba, Coop, Luiggi Sera, Saatchi & Saatchi, etc.
- 1992-1994* - Setting up and managing (from Italy) a Saatchi Group JV in Russia
- Special events organisation (visits, symposia, presentations)
 - Co-ordination (in the Saatchi WW network) of the worldwide campaign for Eduard Shevardnadze "On this side of the Wall" which trumpeted the new era in relations between East and West
 - Market research in Russia for the Italian (automotive industry, conversion of military industry)
 - Studies of industrial investments and export-import projects
- 1994-2010*
- Handled advertising accounts for major multinational clients in Russia such as Procter & Gamble, Johnson & Johnson, Samsung, British Airways, DuPont, VISA, Hewlett Packard, Alcatel, Stimorol, Unilever, Nestle, Exxon Mobil, JTI, Coca-Cola, L'Oreal, Canon, Siemens, Mastercard, Heineken, Ferrero, Honda, Intesa San Paolo, Bayer, as well as for the big Russian clients: MegaFon, MTS, M.Video, NTV+, Baltimor; Lebedyansky, Euroset, Baltika, Vesna, Russky Alcohol (Zelenaya Marka, Zhuravli), Expert Publishing House (Russian Reporter), ROSNANO; altogether around 100 clients and new business prospects in all major segments of consumer market in Russia;
 - Established relationship, conducted negotiations (more than 20) and maintained relationship with "celebrities" (show business, TV anchors) for the well known and successful advertising campaigns for P&G and Stimorol in Russia
 - Strategic planning for P&G, Unilever, J&J, Nestle, Coca-Cola;
 - Development of about 300 advertising campaigns (TV - more than 150 commercials, print, OOH, sponsorship)
 - Speaker to the 3rd International Conference "Developing and promoting brands" (Oct.2000)
 - 2002-2007 VP of Social Advertising Creators Association. Personally participated in numerous social and state communication campaigns: 15 campaigns for Tax Authorities (1998-2006); road safety; image of the police; anti-drug; tolerance; anti-terror; breast feeding; healthy life; blood donation;
 - Took an active part in promoting state symbols (anthem, flag); vote activation for 2 presidential elections (2004 & 2008) for Presidential Administration;
 - Seven-times (2000, 2002-2006, 2012) Jury member of the Brand of the Year/ Effie national award; member and Chairman of various advertising contests juries
 - Expert Committee Member of Superbrands in Russia (2004-2006)
 - Moderator of 'Mythology in Branding' (Vedomosty conference, 2002)
 - Nominated in Top 1000 most professional managers of Russia (2004)
 - Nominee to the Media Manager of the Year Award (2005)
 - Writer of the chapter for Russia in the "International Advertising / Successful Advertising Techniques from Agencies Around the Globe" (Aspatore Books, Inside the Minds series, 2005)
 - Head of the State Graduation Commission at Moscow State Institute of Culture (2005)
 - One of the top speakers at the International Public Communication Conference (2006)
 - Included into 'Who's Who in Russia' (2006)
 - Awarded the Media Manager of the Year 2008 (for developing Znamenka Creative Agency)
 - 2009 lecturer in Magistrate of MGIMO University
 - 2009, 2011- Member of the Big Jury of Red Apple Ad festival; 2011 – Member of the Jury of Kiev International Ad Festival
 - 2012 – Member of the Jury of HR-brand of the year
- 2001-2004* - Headed the team to re-launch McCann Erickson in Russia; in 1.5 year the Agency was awarded 'Agency of the Year in Russia' title; in 3 years tripled its turnover
- 2005-2010* - Founded Znamenka marketing communication agency; in 2006 agency triumphed at Moscow International Ad Festival (6 awards: 2 golds & 4 silvers); altogether won 20 local and international advertising awards;
- 2010 -* - Strategic Development Director of TWIGA Communication Group (the biggest Russian independent operator)
- since 2011* - Professor of HSE University (Integrated Communications Dpt) – taught various communication disciplines: advertising product development, integrated communications (economics, development & control), advertising efficiency analyses, marketing & communication in various industries; organized and conducted several simulation games within the above disciplines; fields of interests: structural changes in communication industry, communication strategies in various sectors, HR-branding, marketing of territories