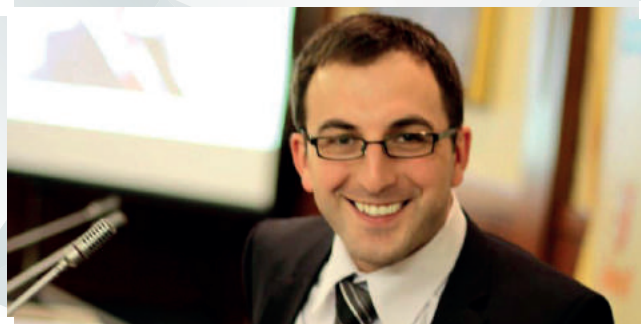


## Tornike Guruli Ph.D.


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### Education

Institution	Degree(s) and Diploma(s) obtained
Georgian Technical University	Doctorate Degree
University of Technology Chemnitz, Germany	Master of Art in Media Communication
Johann Wolfgang von Goethe University Frankfurt am Main, Germany	Europe Certificate
Georgian Technical University, Georgia	Bachelor in PR Management
State I. Chavchavadze University, Georgia	Bachelor and Master Degrees in Pedagogic
Theodor-Heuss-Kolleg (Bosch Foundation) Berlin, Germany (2002-2003)	Education for Project Managers
Theodor-Heuss-Kolleg (Bosch Foundation) Berlin, Germany (2003-2006)	Education for International Trainers
University of South Carolina (Columbia, USA)	Exchange Professor

### Language skills

	 Georgian	 English	 German	 Russian
Reading	1	1	1	1
Speaking	1	1	1	1
Writing	1	1	1	2

## Other skills

MS Office (Word, Excel, PowerPoint), SPSS, MS Project

## Key qualifications

Prof. Dr. in Media Communication (Marketing/Public Relations) and Pedagogic

Planning / Implementation / Evaluation of Communication Campaigns, Customer Research, Coaching and Supervision, Public Relations, Advertizing, Project Management, Seminar/Workshop/Training, Intercultural Communication.

15 Years Experience in Communication Strategies for Governmental/Political/Nongovernmental Organizations.

## Academical experience

2001-2003 State Iv. Javakhishvili University (Lecturer of Public Relations)

2005-2006 State Iv. Javakhishvili University (Lecturer of Public Relations)

2006-2014 Georgian Institute of Public Affairs (Program Developer and Lecturer)

From 2014 National Center for Educational Quality Enhancement (Expert for Accreditation/Autorisation)

From 2015 Ilia State University (Head of PR Master Degree Program / Prof. of Public Relations)

## Professional experience

PSP Pharmacy – Head of Sales and Marketing (from Feb. 2015 – present)

Bank of Georgia – CEO of Tree of Life Foundation (From 2013 – Feb. 2015)

Wissol Group (Wissol Petroleum Georgia, Wendy's Fast Food Chain, Smart Supermarket Chain, Vianor, FC Torpedo Kutaisi, Hotel "Lomsia") – Head of Marketing Department (2009 – 2013)

Theodor-Heuss-Kolleg (Bosh Foundation and MitOst) – International Trainer (2002-2013)

Sarke Consulting LTD – Consulter in Retail Marketing (2007 – 2009)

Goethe-Institut Tbilisi - Head of Educational Cooperation in Armenia, Azerbaijan and Georgia (2006 – 2007)

Georgian Young Lawyers Association – PR Officer  
(October 2005 – October 2006)

State I. Javakhishvili University – Project "PR Classroom" – Director of project (2002-2003)

## Conducted international Trainings

2003-2004

Training in Project Management (Wroclaw, Poland)

Training in Democratization processes / Project Management (Gdansk, Poland)

Training in Project Management (Yekaterinburg, Russia)

2005

Training in Intercultural Communication (Chemnitz, Germany)

Training in Presentation and Moderation Skills (Cottbus, Germany)

Training in Civil Society and Project Management (Vienna, Austria)

Training in Project Management (Tbilisi, Georgia)

Training in Communication Skills (Tbilisi, Georgia)

2006

Training for Youth Voices (World Bank) in Project Management (Gudauri, Georgia)  
Training the Trainers for Youth Voices (World Bank) (Tbilisi, Georgia)  
Training in Public Relations for Training Centre of Justices (Tbilisi, Georgia)  
Training in Gender Studies and Project Management (Riga and Ligatne, Latvia)  
Training in Conflict Management (Ureki, Georgia)

2007

Training in Public Relations for ELC & COM (Tbilisi, Georgia)  
Training for ECO FOOD in Communication (Tbilisi, Georgia)  
Training the Trainers for Training Centre of Justices (Bakuriani, Georgia)  
Training in Tolerance and Project Management (Munich, Germany)  
Training in Public Relations for GIPA (Tbilisi, Georgia)  
Training for Business Training Association (Tbilisi, Georgia)

2008-2009

Training for Journalists and Heads of Press Departments (Gudauri, Georgia)  
Training in Project Management and European Politic (Donetsk, Ukraine)  
Training in communication with customers for National Agency for Public Registry (Tbilisi, Georgia)  
Training in Religion and Tolerance and Project Management (Warszawa, Poland)  
Training in Public Relations (Berlin, Germany)  
Training in Project Management (Cherkasi, Ukraine)  
Training in Evaluation of Projects (Kiev, Ukraine)

2010-17

Trainer of around 500 trainings in middle and east Europe and Georgia in Public Relations, Project Management, Marketing, Retail Banking, Research Methodology

Trainer for the following organizations:

- Theodor-Heuss-Kolleg (Bosch Foundation) ([www.theodor-heuss-kolleg.de](http://www.theodor-heuss-kolleg.de))
- Business Training Association ([www.treningebi.ge](http://www.treningebi.ge))
- Management Academy ([www.macademy.ge](http://www.macademy.ge))
- Fortuna Academy

## Books

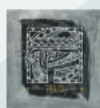
Guruli, T. Interaction and New Forms of Communication on Trainings. Tbilisi, 2012.  
Guruli, T. Crisis Communication, Tbilisi, 2003

## Private Business



GALLERY TRAVEL  
TBILISI

[www.gallerytravel.ge](http://www.gallerytravel.ge)



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[www.fb.com/GalleryHostelTbilisi](https://www.facebook.com/GalleryHostelTbilisi)