

# Tamar Magalashvili, PhD

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- 18 years of teaching experience at the local and international universities
- 20 years experience in conducting soft skills trainings in public and private sectors
- Strong background in marketing management and consulting
- Winner of Shota Rustaveli National Science Foundation of Georgia for two research projects
- Language proficiency in Georgian, English, Russian, Italian

## Professional Experience

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### **Associate Professor, Head of Management Program, Marketing related subjects' division supervisor, Ilia State University, 2016 – present**

Courses: Marketing Management, Services Marketing, Sales Management, Consumer Behavior

Duties performed:

- Conducting lectures
- Supervising master thesis
- Developing/updating the courses
- Recruiting and selecting lecturers

### **Trainer/Consultant/Coach, BRANDOR Consulting, 2015 – present**

Duties performed:

- Blended training modules development
- Training (in-class, on-job), mentoring and coaching
- Conducting Customer Experience Gap Analyses
- Consulting on CXM strategy formulation and CXM management system design

### **Trainer, 2003 – present**

Training modules:

- Active Learning and ICT-enhanced Teaching
- Service Leadership
- Managing Service
- Public Speaking
- Customer Service, "Service Plus"
- Business communication skills
- Good supervision of scientific assays
- Presentation skills
- Services Marketing
- TOT (Training of trainers)

### **Head of Learning and Development Department, JSC. Wissol Group, 2009 – 2019**

Duties performed:

- Staff learning and development strategy formation
- Managing a group of eight employees
- Training modules development
- Leading employee learning and development projects

**QMS Internal Auditor, ISO 9001:2015, JSC. *Wissol Petroleum Georgia*, 2015- 2019**

Duties Performed:

- Managing quality system in the company
- Conducting internal management quality audit
- Conducting trainings in the field of management quality awareness among employees
- Preparing management review in terms of quality

**Lecturer, *CU (Business School)*, 2013 – 2015**

Courses: Marketing, Business Communications

**Lecturer, *ESM*, 2007 - 2009**

Course: Marketing

**Lecturer, *CAC*, 2007 – 2012**

Courses: Marketing Management, Services Marketing

**Sales and Research Manager, Marketing Department, *Tbiluniversalbank*, 2002-2005**

Duties performed:

- Conducting competitors' research and analysis
- Evaluating competitors' service quality
- Personal selling

**Education**

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***Georgian Technical University***, Ph.D. in Business Administration, 2013- 2017

Faculty: Business Administration

***ESM***, MBA, 2006-2008

Major: Marketing

***Caucasus School of Business***, MBA, 2001-2005

Major: Marketing

***Tbilisi State Institute of Economic Relations***, Diploma, 1997 - 2002

Major: Manager of Foreign Economic Relations

***Caucasus School of Business***, BBA, 1999-2001

Major: Marketing

***Murray State University (USA)***, Alumni of Freedom Support Act Undergraduate Program, 2000-2001

**Computer skills:** Microsoft Office

**Languages:** Georgian (native, academic writing skills), English (excellent), Russian (good), Italian (good)

**Certificates/Activities:**

- Effective Consulting through Crises, EBRD, 2023
- Learning Optimization and Academic Inclusion Via Equitative Distance Teaching and Learning, Love Distance, co-financed by the European Commission through the Erasmus+ Program, 2020-2023
- The Production of Open Educational Resources, PRINTEeL, Training of Trainers, KU Leuven, Belgium, 2019
- Active Learning and ICT-enhanced Teaching: M-learning and gamification, Erasmus+ Capacity Building PRINTEl Project, University of Barcelona, Barcelona, 2018-2021
- Project Management for Consulting, EBRD, certified by PCMi, course code: PMC17; 2017
- Export Strategy Development, EBRD&Institute of Export, 2017
- Professional Coach, Erickson International, certified by ICF, 2015
- Managing Learning & Development (London, CIPD), 2010

- The best speaker of the conference “For the Future of Georgia” (2001, CU)
- Freedom Support Act Undergraduate, exchange student, USA, 2000-2001

#### **Researches:**

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- “Wine Tourism Development Through Sensory Wine Marketing and Guest Experience Creation”, Shota Rustaveli National Science Foundation, Call for Young Scientists State Grants, 2023-2025;
- “Aligning customer orientation with organizational strategy and politics in Georgian Public Service Organizations”, Shota Rustaveli National Science Foundation, Call for Basic Research State Grants, 2017-2020;
- “Defining and Analyzing Service Quality Criteria”, Ph.D. research, GTU, 2017
- “WOM - an effective tool of marketing communications” ESM diploma, 2008

#### **Articles/Publications:**

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- Innovative and technology-enhanced teaching and learning, Handbook, Yerevan State University, © PRINTeL, 2021;
- "Knowledge of Consumers Wants Is a Competitive Advantage", “Social Economy”, 4, 2014;
- "Consumers Trust in What Their Friends Like", Collection of Scientific Works, CU, 2015;
- "Service Quality Dimensions", “Economist”, GTU, 2, 2015;
- "Services marketing", “Business Engineering”, GTU 1-2, 2016

**Interests:** Art, psychology, traveling.