

SERGEY A. TANTUSHYAN

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SUMMARY

Professor, business case writer and education administrator holding 15 years of deep proficiency in partnership, communication and management consulting. Has top management experience at a major philanthropic foundation: projects include world's longest ropeway, Aurora humanitarian initiative, and United World Colleges Dilijan. Established a number of educational programs, including a Career Orientation and Communications programs. Has 12 years of teaching and training experience in the subjects of Communication, Managing People and Organizations, Competitiveness and Strategy. Developed curricula and teaching notes in four academic areas, do-founded zoom-in! career orientation program. Author of a Communications textbook. Provided over 200 trainings to corporate clients incl. HSBC, Digitain, Philip Morris, Synopsys, Marriott, Contour Global, UNDP, Coca-Cola, ACBA, Oxygen, Caritas International, Ministries of RA, ADB, Central Bank of RA, University of Murcia, Skolkovo Moscow Business School, University of Mons, etc.

PROFESSIONAL EXPERIENCE

AMERICAN UNIVERSITY OF ARMENIA - Yerevan, Armenia

Professor (Business Strategy, Communications) (2012 – now)

- Pioneered business simulations and business-case teaching at AUA using HBS materials and methodologies.
- Piloted 14 capstone projects, liaising with beneficiary organizations. 13 projects resulted into organizational/strategic change, one project transformed into business case available at HBR and currently taught at Dartmouth and AUA.

Director, AUA Open Education (2016 – 2019)

- Established 31 new training programs and launched a new Certificate Program, increasing the number of non-corporate students by 284%. Instituted an executive training program for 11 Governors of Armenia, to be scaled to over 100 mayors.
- Resourced partnerships and introduced an educational support program for Syrian-Armenians. 1,005 students granted tuition subsidies. Expanded operations to two additional regions, currently operating in 7 out of 11 regions of Armenia.
- Inaugurated three cutting-edge directions of AUA Open Education courses – IT, Arts and Communication.

IDEA - Initiatives for Development of Armenia, Philanthropic Foundation - Yerevan, Armenia/ Moscow, Russia

Deputy CEO (2014 – 2016)

- Realized processes around Partnership, International Relations and Communication for all projects, liaised with Founders.
- Guided and supported the processes of business planning and conceptual decision-making activity planning processes.
- Acquired and maintained all corporate partnerships for Aurora Prize, raising \$1.18M in cash and in-kind contributions.

AMERICAN UNIVERSITY OF ARMENIA (2012 – 2014) - Yerevan, Armenia

Program Chair, BA in Business

- For 751 students organized and oversaw activities related to BA in Business advising, probations, scholarships, tuition assistance, grade appeals and graduation. Identified, hired, trained, and evaluated 19 faculty, and 8 staff members.
- Promoted school's rigorous academic standards for students, teaching effectiveness, and values of academic integrity.

THE CONFERENCE BOARD (2011-2012) - New York, NY

Project Manager, Economist

- Maintained projects related to the American Consumer Study project within the Nielsen/ Demand Institute partnership.
- Implemented a study on the consumer demand and economic behavior, and communicated results to management.

AMERIABANK CJSC (2007-2009) - Yerevan, Armenia

Director for Strategy

- Created post-merger development strategies and illustrated the Bank's mission-critical development directions.
- Promoted strategic directions internally to 208 bank team members, and communicated achievements to the senior management for Armenian affiliate of Troika Dialog, pioneers of Russian stock market.

CONSULTING LOGISTICS LTD (2005 – 2007) - St. Petersburg, Russia

Adviser to the CEO

- Launched the consulting business, generating \$2.2M in revenue, of \$0.8M startup investment.
- Obtained B2B relationships nationwide, expanding principal-company's commercial customer base by 74%.

THE CENTRAL BANK OF ARMENIA (2001 – 2005) - Yerevan, Armenia

Financial Intelligence Unit (FIU) Analyst

- Developed Anti-Money Laundering (AML) strategy of Armenia and moderated initial implementation of AML strategy throughout the financial sector. Trained AML officers of 22 banks, resulting in 68% quality rise in AML reporting.
- Represented CBA in the OSCE intergovernmental workgroup on AML strategies.

EDUCATION

BRANDEIS INTERNATIONAL BUSINESS SCHOOL (2009-2011) - Boston, MA

MBA, concentration in International Business

NATIONAL ACADEMY OF SCIENCE (2004- 2007) - Yerevan, Armenia

PhD, Doctor of Economics

AMERICAN UNIVERSITY OF ARMENIA (2002-2004) – Yerevan, Armenia

Master of Comparative Legal Studies

YEREVAN STATE UNIVERSITY (1998 – 2004) - Yerevan, Armenia

Master of Sciences in Economics and Business

PROFESSIONAL DEVELOPMENT

Dickinson College - Carlisle, PA

Fulbright Fellowship (Summer 2006)

University of Cambridge - Cambridge, UK

Eurasia Business Executive Leadership Programme (2008)

McGill University - Montreal, Canada

Sauvé Scholarship (2008-2009)

International Institute of Higher Studies in Criminal Sciences - Syracuse, Italy

AML for Central Banks Course (Summer 2005)

Moscow School of Management SKOLKOVO - Moscow, Russia

Managing Large Projects Executive Program (2015-2016)

American University of Bulgaria – Blagoevgrad, Bulgaria

CELA – Central Eurasian Leadership Alliance (June 2017)

ADDITIONAL TEACHING EXPERIENCE

Yerevan State University – Yerevan, Armenia (2007)

Effective Communication, Strategic Management, CSR

Brandeis International Business School – Boston, MA (2009-2011)

Consulting Field Projects, Strategy Consulting, Communication

University of Mons – Mons, Belgium (MAY 2019)

Persuasive Communication

Universidad de Murcia – Murcia, Spain (OCT 2019)

Persuasive Communication

TRAINING AND CONSULTING PROJECTS

- **zoom in! Career Dev-t & Personal Growth Program** (2021)
- **Business Development Group** (2020) Effective Communication during and post-COVID, Entrepreneurship in the times of COVID-19
- **Synopsys Armenia** (2020) – Ethics training series, for 600+ ppl
- **Asian Development Bank, Mission in Armenia** (2020)
Women Entrepreneurship and Leadership Program in Gyumri
- **Asian Development Bank, Mission in Armenia** (2018-2019)
Corporate trainings on Project Management and Personal Dev-t
- **Save the Children**, Office in Armenia (2019)
Youth Development, Self-branding and Communication Program
- **Caritas International**, Office in Georgia (2019)
Persuasive Communication, Effective Business writing and Structured Business Presentations
- **UNICEF/ UNDP/UNIDO** Yerevan, Armenia (2012-2014):
KolbaLabs Social Entrepreneurship Project, project design, consulting and training
- **UNIDO** GEF Global Cleantech Innovation Programme for SMEs (2013), Entrepreneurship/ Business Model Canvas
- **Euromonitor International**, Office in Dubai (2012)
Retail Sales Industry Analysis, and Feasibility of Opening a Mega Trade/Entertainment Center in Yerevan
- **World Bank**, Center for Education Projects, Yerevan, Armenia (2008) Management and Procurement structure improvement
- **USAID CAPS Project**, Yerevan, Armenia (2007)
Benchmarking of Armenian IT Policies from the Perspective of Increasing IT Cluster Competitiveness

PUBLICATIONS

1. [“Effective Business Communication”](#) – Textbook approved by the Ministry of Science of Armenia as a teaching material nationwide (2019)
2. Leadership Book “What’s Up, Dog?” based on John King’s “Tribal Leadership” 2011 New York Times Best Seller, co-authored by John King (2018)
3. Innovation in Education: Problems, Solutions and Success Stories, AUA Press, (#1, 2017)
4. Thunderbird Business Case: HDIF- Searching for Balance between Social Purpose and Entrepreneurship (2015), case taught as part of Strategy class at Tuck School of Business at Dartmouth, as well as Competitive Strategy course at AUA, [published at Harvard Business Review](#)
5. AUA HR Case: Synergy International Systems, Inc. (2015), case taught at the AUA as part of Management class
6. [Shifting Nature of the US Housing Market](#) by Conference Bard and Nielsen Institute - contributor (March 2012)
7. Mortgage Market Development and Introduction of Securitization of Assets as a new Financial Tool in the Republic of Armenia, Doctorate Dissertation, published by Higher Attestation Commission of Armenia (April 2007)
8. Benchmarking of Armenian IT Policies from the Perspective of Increasing IT Cluster Competitiveness. USAID Competitive Armenian Private Sector research. Published on CAPS web site (August 2007)
9. Analysis of Regulation of Abuse of Dominant Position in Armenia. European Journal for Comparative Economics, Italy (2006)
10. Psychological, Gender and Economic Aspects of Loan Repayment. Scientific Periodical of National Academy of Science of Armenia (#11, 2005)

OTHER

Languages

Fluent: English, Russian and Armenian, *conversant:* German

Hobbies

Cycling, Illustrations, Skiing, Dogs

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