

# Zafar Salmanov

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## PROFESSIONAL EXPERIENCE:

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Sep 2009- present

**Research Fellow**  
**University of Applied Sciences Gottingen,**  
Gottingen, Germany / Tashkent, Uzbekistan

- Research Project on “Emerging Market Economies in Central Asia: The Role of Institutional Complementarities in Reform Processes”
- Designing survey guides, organizing and conducting in-depth interviews with representatives of private and public sector in Russian, English and Uzbek Languages; post-interview documentation, transcription and translation into English

Mar 2009- Aug 2009

**Global Marketing Research, Internship,**  
**Henkel AG & Co. KGaA Headquarters,** Duesseldorf, Germany

- Analyzing market tendencies, category development, trade channels, competitor benchmarking, new product development in FMCG;
- Gathered, analyzed and presented quantitative data to build strategic insight into the laundry and detergent segment; participated in a focus group assessment within the product development project;

Aug 2008 – Feb 2009

**Product Marketing Internship,**  
**Business Unit Accessories, adidas AG Headquarters,**  
Herzogenaurach, Germany

- Supporting Range Planning Process, creation of Range Briefs and Product development; competitor benchmarking and analysis, product testing survey analysis
- Market Research ( internet, trade fairs and store checks), coordinating and communicating regularly with regional representatives and key accounts; extensive work on system data management

Feb 2008- July 2008

**United Nations Headquarters, Internship**  
**Department of Public Information,** New York, NY, USA

- Supported development of marketing strategies for the “UN Chronicle” magazine; delivered event evaluation on press conferences and briefings; published 3 articles; established relationships and compiled information for internal database with UN partner organizations and think tanks in Eastern European countries

May 2003- May 2005

**Project Manager Assistant/ Regional Supervisor**  
**Sumitomo Corp - Ogawa Seiki Co. Ltd,** Tashkent, Uzbekistan

- Administered day-to-day office management, established vendor-to-customer relations with managers and college directors in the regions; ensured the observance of quality standards, accuracy and completeness; supervised staff of 9 employees; interpreted bilateral meetings between the government officials and the company representatives from English-Uzbek-Russian and vice-versa;

## EDUCATION:

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- 2006 - 2008                    **MSc in Marketing Research and Analysis Management**  
**Umea School of Business and Economics**, Umea, Sweden  
– Graduate Thesis: "Market Orientation; The Adoption of the Concept by SMEs in Uzbekistan",
- June 2007                    **Nordic Institute of Asian Studies (NIAS) – Research Institute,**  
**Guest research student, Copenhagen, Denmark**
- 2005 – 2006                    **MSc in Business Administration**  
**Stockholm University**, Stockholm, Sweden  
– Graduate Thesis: "Competitive Assessment of the Uzbekistan Textile Industry with the Application of Porter's Diamond Theory",  
Grade: VG (Pass with distinction)
- 1999 – 2003                    **BA in Marketing, Faculty of Business Management,**  
**Tashkent State Technical University**, Tashkent, Uzbekistan  
– Government scholarship holder; Bachelor's Thesis: "Consumer Buying Habits in a Post-Soviet State";  
Grade: Pass with distinction, GPA 3.39,            Minor – finance;

## LANGUAGES:

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English (fluent); German (fair); Swedish (poor); Uzbek (native), Russian (native)

## EXTRA CURRICULAR ACTIVITIES:

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- May 2010, Conference "Economic and Social Policy Dialogue among Asian Transition Economies", Tashkent, Uzbekistan
- September, 2009 Round-table "Seasonal Labor Migration and Micro Small and Medium Enterprises Sector of Uzbekistan", German Technical Cooperation (GTZ), Tashkent, Uzbekistan
- June, 2009 Training, Henkel AG - "Statistic analysis and methodologies at GfK", Duesseldorf, Germany
- August, 2006 Conference organizer "Prosperity and Sustainability – Local Cooperation in the Baltic Sea region" SIDA – Swedish International Development Cooperation (Swedish Government), Visby, Sweden

### Articles:

- Salmanov, Z. (2008). Afghanistan a Top Priority at Bucharest Summit. The UN Chronicle. [http://www.un.org/Pubs/chronicle/2008/webarticles/080512\\_rwanda\\_anniversary.html](http://www.un.org/Pubs/chronicle/2008/webarticles/080512_rwanda_anniversary.html)
- Salmanov, Z. (2008). UN Commemorates the 14th Anniversary of the 1994 Genocide in Rwanda. The UN Chronicle. [http://www.un.org/Pubs/chronicle/2008/webarticles/080512\\_unama.html](http://www.un.org/Pubs/chronicle/2008/webarticles/080512_unama.html)
- Salmanov, Z. (2008). Russia's Private Sector joins UN Global Compact Network. The UN chronicle. [http://www.business-humanrights.org/Links/Repository/952865/link\\_page\\_view](http://www.business-humanrights.org/Links/Repository/952865/link_page_view)

## PC SKILLS:

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- Proficient in Microsoft Office package; work experience in SPSS, Adobe Photoshop

*References, certificates and diplomas are available upon request.*