

## CV

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(PH. D. Techniques science)  
28/06/1974



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### EXPERIENCE:

✓ Georgian Technical University - Tbilisi, 2014, professor of enology.

Director of research-scientific center of viticulture and oenology.

✓ Caucasus International University – Coordinator of educational program in viticulture and winemaking, director of research-scientific center of viticulture and oenology.

professor – from 2014;

✓ Scientific-research center of agriculture – Tbilisi, since 2014 till now – division of public relationship –manager;

✓ NGO “Georgian Tourism Association” - program “Wine tour” general manager from 2010-2012;

✓ “Wine Business school” - project author 2009-2010 Ⴖ.

✓ Tbilisi Institute of the Horticulture, Viticulture, Wine-making and Technology – from 2008-2011 - professor. Subject Wine marketing and quality control management;

✓ GAU – Georgian-American University –2006-2008; Establishment of Wine MBA – project author ;

✓ Wine Company IBERICA – from 2001 - 2006. Wine expert, marketing / PR manager.

✓ JSC TELASI – Technical Department – marketing specialist 2006-2014;

✓ Wine Company SHUMI – from 2000 - 2006 – Agribusiness project management specialist, leader of marketing and PR department:

Project specialist – provide projects evaluation, obtaining information needed to plan, analyze the project, define information, report, creating and overseeing a detailed project work plan to meet project results, developing relationships with relevant private sector and government authorities, developing presentations.

✓ Georgian State research-Development Institute of Viticulture Horticulture and Winemaking - Tbilisi, Georgia. 1999 – 2005.

Wine quality certificated and controlling laboratory - Science –based staffer

Quality Management Team Leader for implementing of International Standards (ISO 900114001) in institute;. Develop the newest Scientific-innovation and other materials, also new analytical methods for wine taste, new technologies about this field; Work on main object: **Ecological vine product.**

PR manager – plan and organize the meetings, seminars, conferences. Work about the booklets and other magazines about the institute and its activity, articles for local and international magazines, press releases. Planning establishment the newest agriculture marketing systems, agriculture statistics and also to establish consulting in HACCP/FOOD Safety.

✓ Georgian Agriculture Ministry – Wine and Vine Department “SAMTREST” - Georgia, Tbilisi from 2005 February to 2006 March. - The Deputy Chief of management of wine regulation and certification department

✓ ICT International Group – Department of wine-making and Viticulture

Georgia Tbilisi 2000-2005. PR and Marketing manager

EXPERT - preparing - memorandums, translate and created important science-technical information in Wine-making and viticulture brunches - search newest technologies, wine accessories and their develop, created databases for all grape-vine varieties for preparing wines and ready products ;

Managing quality control of wine and vine-grape under the LAW; controlling the works in vineyards, give advises for works in vineyards and winery. Preparing useful technical information about exhibitions, wine events, tasting, competitions and develop. preparing work for quality management.

Relationships: with specific domestic, donor and international organizations. Planed company strategic and marketing project.

✓ TELIANI VALLEYJSC. Wine Company - Tbilisi, Georgia 2000 Wine Technologist – (Theorist) and marketing manager.

## **Small Grants**

Wine and Vine web-site development project financed by Eurasia fund [www.wineandvine.ge](http://www.wineandvine.ge) Georgia, Tbilisi 2001-2002.

Creating the history database of Georgian wine-making and viticulture. Prepared presentation and project for donor, database for all Georgian wines and vine-grapes with specific indicates, all Georgian vine-grape indicates, translation this information on English and Russian. Listing all wines, brandies and other alcoholic production- producers in Georgia and their characteristics. “Saqmiani Saqartvelo” – Wine and Vine web-site. Creating the Full version of Georgian winemaking and viticulture and its detail database. Tbilisi Georgia - 2004 till now.

Collaborative project – “Kakhetian viticulture and wine making” (film) advertisement film. Writer, design, advertisement manager.

## **Trainings - Seminars:**

Wine Quality System in Georgia – **Tbilisi, Georgia**– June 11-13, 2003

Organazied by GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit GmbH.

Wine Quality System in Georgia – **Tbilisi, Georgia**– March 25-26, 2004

Organazied by GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit GmbH.

Regional Seminar on the Protection and Use of Geographical Indications – **Tbilisi, Georgia**, June 21-23, 2004.

Organized by: WIPO - The World Intellectual Property Organization and “Sakpatenti”;

GEPA – Georgian Export Promotion Agency – Seminar – Training – **Tbilisi, Georgia**, September 23 2004

The Center for International Cooperation of the Ministry of Foreign Affairs of Israel – “MASHAV” – **Israel**. November- December 2004. “Ecological sustainable consideration for Agriculture Development”.

## **EDUCATION:**

Georgian Agrarian University – Georgia, Tbilisi, 1991-1996

Department of wine-technology, beer and non- alcoholic beverages. Specialist – Wine Technologist.

Post-Graduated study – Georgian Agrarian University – 1997-1999.

Dissertation scientific theme: “Ethylen-bis-ditiocarbamic fungicides in duration of fermentation and their influence on wine.”

Ph.D. in Techniques science - #00259; 1999/25/12. Scientific Articles in scientific magazines (local and the international).

GIPA Georgian Institute of Public Affairs — 2006. Agriculture management. Tbilisi, Georgia.

ESM — 2008. Marketing management. Tbilisi, Georgia.

## **CERTIFICATE:**

“**CERMA**” – Center for Enterprise Restructuring and Management Assistance Georgia, Tbilisi  
2001-2002-2003.

The Georgian Government in cooperation with the World Bank initiated the "Marshall Plan" – program.  
Certificate of Quality control manager and PR.

International House - Foreign (English) Language course;

Wine-company “Winzervereinigung-Unstrut-Saale” – **Germany** October-December -2001.

Quality controll laboratory - Chemical and microbiological wine control, testing and degustation. Wine trade house TOKAJI – **Hungary** – 2003 June-July.

Marketing, PR, took part in compound of wine tours as in Hungary as in Japan, Quality controlling laboratory, vine growers and wineries association.

Tourism Company promotion agency - **Hungary** – June-July, 2003. Created guide-materials for wine tours and promoting.

The Center for International Cooperation of the Ministry of Foreign Affairs of Israel – “MASHAV” – **Israel**.  
November- December 2004. “Ecological sustainable consideration for Agriculture Development”.

The Grigol Robakidze University – PR and Marketing course - Tbilisi; January- February  
2005 ;

**USA** – California State University; Davis – “Community Connections” – financed by USA  
Bureau of Education and Community Affairs. **Marketing and PR management, business administration** -  
April – May 2005.

Austria – Vienna, Development Small and Medium Business (Wine sector) – GTZ – 28<sup>th</sup> January - 3<sup>th</sup>  
February. 2006.

**USA** – University of Nebraska – Food Safety program HACCP; Agriculture marketing systems, Agribusiness.  
– **BORLAUG FELLOWSHIP** – financed by USDA- 04<sup>th</sup> August – 3<sup>th</sup> of  
September.

## **SKILLS:**

Computer: MS Word, Excel, PowerPoint, Access, Netscape.

Language: Georgian native speaker, fluent in English and Russian