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Top Skills

Competitive Analysis
Market Research
Marketing Strategy

Languages

English (Native or Bilingual)
Armenian (Native or Bilingual)
Russian (Limited Working)

Publications

The Consumer Perspective –
Celebrities and Brands Alignment
The Doctor House of Marketing

Armen Avak Avakian, MBA

Business Executive, Growth Hacker
Armenia

Summary

Mr. Armen A. Avakian is the Co-Founder and Chief Growth Hacker at Metrica Group. He was previously an advisor to the Prime Minister of Armenia, the CEO of Business Armenia and a Partner/Regional Director at the Garrison Marketing Group.

Armen has personally overseen projects that cover over 120 brands worldwide. He has operated in over 25 countries. His client list includes, but is not limited to Danone, Carlsberg, EFES, P&G (multiple countries), Carlsberg Balkans, LEGO Denmark, Sportmaster Russia, Raiffeisen Bank Hungary, etc.

Armen is a Professor of Applied Marketing Strategies (MBA level) at the American University of Armenia. He has previously also taught at CEU Business School based in Budapest, Skolkovo, IE Business School, etc.

He is also the Pavilion Director for Armenia as a participant of Expo 2020 Dubai.

Armen is a published marketer with articles in leading marketing and advertising magazines in different countries.

Experience

Metrica

Co-Founder & Chief Growth Hacker
February 2019 - Present (1 year 11 months)
Yerevan, Armenia

Metrica Group is a consulting company devoted to helping its partners create and capture more value.

Companies hire us to find opportunities, optimize business processes, build new products and create transformational growth.

We analyze the market with the best-fit metrics system, we give a working formula to measure client's success and have achievable KPIs. Finally we bring together the full spectrum of strategy, marketing, development and creative tools to make your business work as a single system.

American University of Armenia

Professor

March 2012 - Present (8 years 10 months)

- Lecturing the MBA classes
- Course taught: Marketing Management, Strategic Marketing

Syllabus can be provided upon request

Course description can be provided upon request

Expo 2020 Dubai

Pavilion Director - Armenia

August 2019 - Present (1 year 5 months)

Dubai, United Arab Emirates

192 countries will participate and 25 million visitors from around the world are anticipated to attend over the six-month period. The Director of Pavilion at Expo 2020 reports to and works in close collaboration with the Commissioner General and the Deputy Commissioner General and will be responsible for the operations management at the Armenia pavilion, including:

- Stakeholder management
- Sponsorship and partnership negotiations
- Armenia FDI attractiveness communications marketing
- Export communications and marketing
- B2B matchmaking
- Leading the Expo 2020 Armenia Office

Hexometer

Founding Board Member

May 2019 - Present (1 year 8 months)

Delaware, USA

"In God we trust... all others must bring data"

In your day to day business you make 50/50 calls all the time. Hexact is a group of geeks that create solutions to help find Exact answers to those

judgement calls. We do this by our proprietary engines that scrape, analyze and correlate different data sources to provide actionable intelligence

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Founding Board Member

October 2020 - Present (3 months)

www.bruntsk2020.am

www.facebook.com/bruntsk2020NGO

Business Armenia

Chief Executive Officer

May 2017 - February 2019 (1 year 10 months)

Yerevan, Armenia

During the 2 years that our team was active we have generated over 70 million USD of foreign capital into the Armenian Economy.

Business Armenia is Armenia's National Authority for Investment and Export promotion.

BA provides in depth services to foreign investors including the provision of requisite information on Armenia's business climate, investment opportunities and relevant legislation, ground support in organizing site visits for investors, management of post-visit support, assistance with investment project implementation, business introductions, as well as liaison with governmental institutions. The BA also provides after-care investment services to investors already established in Armenia.

BA assists Armenia based businesses in expanding export volumes and diversifying export markets through promotion of Armenia made products at international trade fairs, assisting companies in increasing the level of export readiness, providing them with financial assistance within the scope of specific governmental programs and organizing trade fairs showcasing export products to international buyers and distributors.

Government of Armenia

Advisor To The Prime Minister

December 2016 - April 2018 (1 year 5 months)

Yerevan, Armenia

Working on special projects

Garrison Group

Partner

April 2009 - April 2018 (9 years 1 month)

- Responsible for CIS, MENA and LATAM
- Clients include: Danone, Raiffeisen Bank, VISA, EFES (multiple countries), P&G (multiple countries), Carlsberg, Sportmaster Retail Russia, Telenor Hungary, T Mobile etc.
- Has successfully completed the marketing strategy for over 130 brands worldwide
- Acquiring new clients
- Consulting clients on potential marketing strategies, including:
 - o Value diagnostics
 - o Segmentation and High Value Targeting
 - o Brand positioning with consumer motivational hierarchies
 - o Touchpoint communication strategy
 - o Optimization of Portfolio
 - o Competitive analysis

Tuck School of Business at Dartmouth College

Guest Lecturer

March 2014 - March 2014 (1 month)

Lecturing in Marketing Strategy for an international class in the MBA program.

Erőforrás Foundation United Way Hungary

Board of Trustees

January 2010 - August 2011 (1 year 8 months)

- Developing strategic marketing plan
- Execution and measurements of the Marketing Strategy
- Integrating all communication to one value platform
- Decisions of top level strategic items

CEU Business School

Guest Lecturer

March 2010 - April 2010 (2 months)

Lecturing in Marketing Strategy for an international class in the MBA program.

Education

Central European University

MBA, Marketing · (2008 - 2009)

Armenian State University of Economics

Master of Science (MS), Finance, General · (2002 - 2007)