



Anton P. Kozhemyako

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Date of Birth 16.05.1977.

web: [www.bmtriz.ru](http://www.bmtriz.ru)

[www.batriz.ru](http://www.batriz.ru)

**Education:**

1994-1999: Diploma of mechanical engineer from Moscow State Machine-Building University (MAMI).

1998-2010: Participated in a number of training workshops on business soft skills.

2017-current: studying mathematical methods in economics from South Ural State University (SUSU), Chelyabinsk.

**Professional qualification:**

2016: Diploma of 4-th level TRIZ (#120) from the International TRIZ Association MATRIZ.

**Formal TRIZ education and training:**

1. 2010: Started independent studies of TRIZ.
2. 2010: Was trained in TRIZ at the "Creative Week" by the fourth-level specialist Bubentsov Vladimir and the master of TRIZ Timokhov Viktor. Later, studied TRIZ privately with Bubentsov Vladimir in Moscow.
3. 2012: Was trained in TRIZ at MOITT by TRIZ master Kudryavtsev Alexander in Moscow. After the training defended the 3-th level of certification from the International TRIZ Association MATRIZ.
4. 2013: Continued independent study of TRIZ by using the materials of the TRIZ Foundation in the Chelyabinsk Regional Scientific and Technical Library, Chelyabinsk. Field of Interest: non-technical TRIZ.
5. 2014: Completed the TRIZ course by Pfof. Likholetov in SUSU, Chelyabinsk.
6. 2016: Certified to the 4-th level TRIZ (#120) from the International TRIZ Association MATRIZ.

**Work experience:**

1. 1998-2004: official representative office of Legrand (electrical equipment), Moscow. Technical and commercial representative, head of the product line for medical equipment, regional leader (Transcaucasian region).
2. 2004-2007: LLC Enelek (distribution of electrical equipment), Moscow. Commercial Director.
3. 2007-2010: official representative office of Schneider Electric, Moscow. Training Manager. He was part of the team on the formation of the company's corporate university program. Developed the program "Business School of Electrician" for SMB, the project received recognition at the corporate level (the best world practices).
4. 2010-2013: founder in LLC Billion, consulting.
5. 2013-2017: freelancer, consulting in TRIZ and sales of industrial equipment and complex services in the B2B market.
6. 2017- current: founder in the NGO TRIZ Association of Practitioners.

**Work experience in TRIZ:**

1. Since 2010: projects: solving management problems. More than 20 projects were implemented to solve organizational and managerial problems in the fields of production of construction materials, robotics, IT industry, food industry, etc. A method for group solving of problems by using TRIZ tools has been developed which is supported with SCRUM tools and Agile project management philosophy.
2. Since 2016: corporate TRIZ training at business organizations of medium and large scale. Among the clients: Aeroflot, Sberbank, Ingosstrakh and others.
3. 2015: a three-month (72 hours) TRIZ training program for specialists was developed with student projects defense. This course is conducted both in both full-time format and in online format (based on LMS-platform Teach Base). By 2018, about 200 specialists were trained.

**Associations and membership:**

2017: the Association of Practitioners TRIZ was established, which is a member of MA TRIZ (membership card No. 93).

**Publications:****Books:**

1. TRIZ: Solving business problems / A. Kozhemyako. - Moscow: Synergy University, 2017, 288 p.
2. Psychological effects in management and marketing. 100+ ways to improve efficiency in management / A.P. Kozhemyako. - Moscow: Moscow Financial and Industrial University "Synergy", 2015, 176 p.
3. Author of three books on sales in the B2B market, <http://bmtriz.ru/articles/categories/12/> The books show some TRIZ tools for use in sales.
4. Currently I am working on the book "TRIZ. Solving business tasks: a practical guide". The book is expected to be published at the Moscow Financial and Industrial University "Synergy" in late 2018 - early 2019.

### **Participation in the Moscow conference TRIZ:**

1. A. Kozhemyako. Non-technical TRIZ: experience in solving organizational and management problems, limitations and tools. Report at the VIII anniversary conference "TRIZ. The practice of applying methodological tools and their development. ", Moscow, 2016.
2. A. Kozhemyako. The structure of the application of TRIZ for management tasks. Report at the IX conference "TRIZ. Practice of application and development of methodological tools ", Moscow, 2017.

### **Publications in print media:**

The articles are published in the magazine "Sales Management", publishing house "Grebennikov", Moscow. The magazine is present in the Russian bibliographic database of scientific citation.

1. A. Kozhemyako. "System approach to management or general approaches of TRIZ in management" - this article was published in 3 printed editions;
2. A. Kozhemyako. "Principles of the organization of the sales system from the position of the law of striving for ideality" - publication in the magazine "Sales Management";
3. A. Kozhemyako. "Benchmarking. How to choose the right comparison criteria and ... create an innovation?" - publication in the magazine "Sales Management".

### **Publications in [www.bmtriz.ru](http://www.bmtriz.ru) :**

1. "Ideas for the joint application of TRIZ and SMD by George Shchedrovitsky for solving business problems, part1"  
[http://bmtriz.ru/idei\\_sovmestnogo\\_primeneniya\\_triz\\_i\\_smd\\_dlya\\_resheniya\\_zadach\\_biznesa/](http://bmtriz.ru/idei_sovmestnogo_primeneniya_triz_i_smd_dlya_resheniya_zadach_biznesa/)
2. "Ideas for the joint application of TRIZ and SMD by George Shchedrovitsky for solving business problems, part2 "  
[http://bmtriz.ru/idei\\_sovmestnogo\\_primeneniya\\_triz\\_smd\\_i\\_tos\\_dlya\\_resheniya\\_zadach\\_biznesa\\_chast\\_2/](http://bmtriz.ru/idei_sovmestnogo_primeneniya_triz_smd_i_tos_dlya_resheniya_zadach_biznesa_chast_2/)