



Anton P. Kozhemyako

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Date of Birth 16.05.1977.

web: www.bmtriz.ru

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Education:

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

2017-2019: Diploma of South Ural State University, Chelyabinsk with a degree in Applied Mathematics and Computer Science, Master.

2016: Certified to the 4-th level TRIZ (#120).

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. Consulting in B2B-sales and TRIZ application in business.
7. 2019 – current: member of the International business TRIZ association (IBTA) Advisory Board.
8. 2019 – current: MATRIZ Director of Developing TRIZ Applications for Business and Management.

Publications:

More than 20 publications about B2B-sales in print medias.

The author of 4 books about B2B-sales: <https://bmtriz.ru/articles/categories/12/>

Books:

1. TRIZ: Solving business problems / A. Kozhemyako? 3th ed. - Moscow: Synergy University, 2021.
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. TRIZ: Business guidance / A. Kozhemyako. - Moscow: Synergy University, 2021.