**AINUR DUISEMBAYEVA**

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**PROFILE:**

- A high caliber professional with over 6-year relationship experience in the banking sector in Kazakhstan and 3-year in Private banking.

- Proven ability to build PB team, open new branches (after merger of 3 TOP-Kazakhstan banks).

- Guide a team that is charged with product line contribution as a business unit.

- Developed product and marketing strategy to deliver customer and financial target that will allow increasing the percentage of AUM in clients’ portfolios.

- Mid managerial experience as a chief expert of PB division responsible also for affluent segment clients.

- Coordination with foreign partners and banks from Switzerland, Austria, Monaco, Singapore that provide different investment products, off shore deposits and non-banking organizations offering life-style solutions in luxury segment.

- Strong product management experience, Kazakh and international regulatory frameworks.

- Leadership, performance management and team development skills.

- A big-picture vision, drive to make that vision a reality.

- Experience in communication with all areas of the company, dealing with key customers, prospects.

**WORK EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **December, 2013 - Current** | **Fortebank** (3rd largest bank out of 35 in Kazakhstan). The bank merged with Temirbank and Alliance bank in January, 2015.  **From January, 2015 – Chief expert of Private banking responsible for product and Marketing with direct report to the Head of the Department**  • Responsible for PB marketing strategy, cooperation with foreign banks and partners, product development in a new private banking division  • Deeply involved in the opening of 2 PB centers from scratch and built a new product line and service model  • Develop and carry out motivational programs for PB relationship managers team/clients, providing marketing campaigns and guidance to achieve sales plans and profit targets  • Responsible for establishing legal networks with foreign bank and in relation to clients’ offshore placements  • Interacted with mortgage partners, financial advisors, insurance companies, represented PB business at networking events  • Key person (under direct management of the Head of the division) on meetings related special state programs (for example Legalization announced in September, 2014), taking part as Bank representative on meetings with the National Bank, statutory bodies and regulation authorities. |

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| **March 2010 – mid of December 2013** | **ATFBank JSC /Member of UniCredit Group** Started career path from Executive assistant to CEO of the Bank, then promoted to Retail business division as Chief specialist of retail product development & sales department and further to Private Banking as RM. *As CEO assistant:* Executive assistants typically function as support to high level executives and managers, undertake a wide variety of tasks and responsibilities in a number of different industries, such as:  • liaise with internal staff at all levels  • arrange and co-ordinate meetings and events  • record, transcribe and distribute minutes of meetings, etc.  *As Retail chief specialist within front office:*  • customer service across all aspects of front line sales: deposits, mortgages, personal loans, credit cards, ATMs, internet & phone banking  • acted as a point of contact in dealing with clients on all retail business matters  • answer queries and speaking to customers, understanding their financial needs and suggest a product or service accordingly  • maintain proper financial records  *Within Product and segment unit of Retail division:*  • team member of the «Customer Satisfaction Survey» program for service level and quality of the services provided conducted by UniCredit Group  • Collaborated with HQ colleagues and external consultants of TNS Italia - one single research institute that coordinated the survey  *As RM, Private Banking:*  • ensure long-term cooperation with the customer, which involves not only the sale of available banking products, but also to create new initiation, modification of existing products and services  • help on issues not directly related to banking operations, but certainly useful for the client  • generate a customer base VIP - zone (including monitors compliance with the requirements of the client base of the bank, submit proposals on the reverse of clients in the standard terms of service).  • provides a deeper level of VIP-clients of counseling under the expanded list of banking products (including those services that are not available in all bank branches: some types of deposits, brokerage services, , etc. in cooperation with other bank units and third partner companies).  • carries out marketing functions (study and analysis of the needs of VIP-clients, formation of proposals for the introduction / modification of banking products, participation in the development of promotion programs, etc. |

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| **January 2008 – December 2009**  **January 2007-Dember 2007** | **ALMI Gastro Services LTD, Almaty**  ***Key Account manager (Euro Cave wine cellars and modulotheque)***  • Playing an integral role in new business pitches and hold responsibility for the effective on-boarding of new clients under management of expat from Switzerland.  • Responsible for the development and achievement of sales through the direct sales channel.  • Focusing on growing and developing existing clients, together with generating new business.  **Mercury Management LTD, Almaty**  ***Administrative assistant***  • Supports operations by supervising staff, planning, organizing, and implementing administrative systems.  • Tracking Budget expenses, staffing, managing processes, organization, coaching, communication processes, disciplining employees, promoting process improvement, reporting skills.  • Maintains continuity among corporate, division, and local work teams by documenting and communicating actions, irregularities, and continuing needs.  • Maintains professional and technical knowledge by attending educational workshops, benchmarking professional standards, reviewing professional publications, establishing personal networks.  • Contributes to team effort by accomplishing related results as needed. |

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| **September 2003- December 2006** | **State University in Taraz**  ***Teacher of English languages for the 1-2 year students***  • Specialized and non-language faculty students |

**EDUCATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2011-2013** **State University, Aulie-Ata, Taraz**

*Bachelor degree in Finance*

**2003-2005** **State University, named after M.Kh. Dulati, Taraz**

*Master degree: Foreign philology (English)*

**1999- 2003** **Kainar University, Taraz branch, Kazakhstan**

*Bachelor degree: Teacher of foreing languages (major – English)*

**PERSONAL DETAILS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

• Date of birth – 25 October, 1982

• Nationality – Kazakh

**KEY SKILLS AND COMPETENCIES\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

• Comfortable in dealing with money

• Possess problem-solving skills

• Close attention to details

• Fluent in Russian, Kazakh, English

• Fully conversant with Microsoft applications (Word, Excel and PowerPoint).