

Ani Kyureghyan

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Education

- **American University of Armenia**

Degree: MBA

Feb'07 – Oct'09

- **Yerevan State University**

Degree: Bachelor in Applied Mathematics and Informatics

Sep'03 – Jul'07

Note:

-This document updated on Jun'21.

-Recommendation letters and References available upon request.

Professional Experience & Accomplishments

NEUROHUB BUSINESS ACADEMY LTD Neuro-Marketing Lab

Founder, CEO

Jun' 11 (Current)

Neurohub is a Neuromarketing company providing marketing outsourcing local and international companies. Neurohub Business Academy (Est. 2011 and rebranded into Neurohub in 2016) is the first neuromarketing organization in the region that provides neuromarketing research on consumers' preferences and purchasing behavior through implementation of innovative technologies. Neurohub specializes in neuromarketing applications that test and examine the effectiveness of marketing techniques and studies influence of neuromarketing on customers' subconscious behavior.

In 2018, on April 4, Neurohub hosted the first "International Neuromarketing Conference" annual conference.

International Partners

- IMOTIONS
- PUPIL LAB
- DCG Lab

Neurohub Business Academy owns two brands.

Academic Hub (Business education/ training center)

<https://www.facebook.com/neuroacademichub>

Business Hub (Marketing agency)

<https://www.facebook.com/businessHub.neurohub>

Viva ARGO LLC

Head of Marketing and Sales department

Jul'06 – Aug'08

Commercial Director

Jul'08 – Aug'11

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Lecturing and Training Experience

| Teach For Armenia

Mentor at Kaits Incubator

Jan'21-to present

| American University of Armenia Open Education

Instructor

Jun'20-to present

| European Regional Educational Academy

Adjunct Faculty

Sep'20-to present

Program Management and Strategic Management courses
(teaching language- English)

| Academic Hub

Trainer- Marketing, Neuromarketing and Merchandising courses

| EURASIA INTERNATIONAL UNIVERSITY

Lecturing

International Marketing course (teaching language –English)

Sep'15- Jun'17

Volunteering

| EPIC - Entrepreneurship and Product Innovation Center at AUA

Mentor, Guest speaker

Feb'18- to present

Languages

| Armenian (native)

| Russian (fluent)

| English (fluent)

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Extracurricular Activities

| Media

- Alumni Success Story: An Interview with Neuromarketing Specialist Ani Kyureghyan (MBA '09)

Mentor at <https://newsroom.aua.am/2018/06/22/alumni-success-story-an-interview-with-neuromarketing-specialist-ani-kyureghyan-mba-09/aits> Incubator

- "Pro Women", Ռադիո Մարշալ

<https://www.facebook.com/RadioMarshallArmenia/videos/5162534367154713/> 2021 - 16 - 03

- Sputnik լրույց, "Sputnik Armenia"

https://m.armeniaspunik.am/video/20190314/17688376/inch-e-ney-marketingy-ev-inchpes-e-azdum-sparoxi-entagitakcutyan-vra-ani-kyureghyan.html?mobile_return=no&fbclid=IwAR2DxTc2YV002lvTEFHMr6RRYMwx7gEO1V31W3b2DLKuWRFOCKjAradHc 2019 - 14 - 03

- "В БИТВЕ ЗА ПОКУПАТЕЛЯ"

<https://www.golosarmenii.am/article/63876/v-bitve-za-pokupatelya?fbclid=IwAR2Kphl65Bh7s1xYpPFdaoOoMXgpqAQCTgv5eQLun6YTCbYe6Sf8Um2wP5g> 2018 - 16 - 03

- "Նեյրոմարքեթինգը հասավ Հայաստան", " PanArmenia.net"

http://panarmenian.net/arm/details/265833?fbclid=IwAR0d7dFBE-WN1x5WT9Nyrfyfa_gAQlkDBs0eXGcdY8R7oKT-75ieUSNm5pO8 2019 - 25 - 02

- Morning Program- Yerkir Media / ԵՐԿԻՐ ՄԵԴԻԱ

<https://www.facebook.com/neurohub/videos/651599631965614/> 2019 - 25 - 02

- Morning program " Aravot Luso", "Armenian Public Television"

https://www.youtube.com/watch?v=dZzN7ADMJqs&feature=youtu.be&fbclid=IwAR1eFeNVXepg5699RGDByoCE4KIXz0D8NU-Nu_czmWfkmclXG70FtpqBXIY 2019 - 05 - 04

- Guest speaker at BIG MIND.

Meeting topic- "How our Brain sees marketing", (Yerevan, Armenia 2020)

- REIMAGINE YOUR FUTURE-Entrepreneurship summer festival (Yerevan, Armenia 2020)

Topic- "Inside the Customer's Mind".

- MAY WOMEN- Dream Big (Yerevan, Armenia 2020)

Topic- "How to start your own business"

- Guest speaker at Technology & Science Dynamics TSD (Yerevan, Armenia 2019)

- Guest lecturing at AUA, topic Neuromarketing insights (Yerevan, Armenia 2019)

- Keynote speaker at International Neuromarketing Conference 2018

- Guest speaker at "Girls in Tech" events.

- Speaker at BarCamp evn17/evn18

- Guest speaker at " SMART SALES" by IBS consulting (Yerevan, Armenia 2017)

• Guest lecturing at Agribusiness Teaching Center/ meeting topic "Application of new technologies in marketing research. Introduction of Neuromarketing"(Armenia, Yerevan 2015)