

# SERGEY STANOVKIN – BIO

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## **Employment**

Head of Commercial Representative Offices in Eurasia of the BBC Global News and Managing Director of Dars Consulting (UK) Ltd. before I was appointed a Head of the Russian Representative office of the BBC World in January 2006, I spent 16 years performing public relations work for government agencies and private clients in Azerbaijan, China, France, Germany, Hong Kong, Japan, Kazakhstan, Russia, South Korea, Ukraine, Uzbekistan, USA.

## **Education**

Graduated from the Moscow Institute of Physics and Technology (MIPT) in 1989 with a degree in Aerophysics and Space Research. I completed a PhD in modelling space systems under the supervision of Oleg G.Makarov, a Russian cosmonaut with four flights who survived the first manned spaceflight abort during launch. On the academic side, I took courses by Sergey Kapitsa in particle physics and Boris Rauschenbach in interplanetary flight control and navigation. In 1990 I graduated from Moscow Plekhanov University of Economics with a degree in international economic relations.

## **Business Profile**

I feel lucky and privileged to help companies and countries create the story and deliver it directly to their audiences worldwide on BBC World News and [www.bbc.com](http://www.bbc.com) – the media platform of the BBC, the most trusted global media brand. As a Head of BBC Global News Commercial Representatives in Eurasia, I am looking after 17 countries providing them with creative solutions and sponsorship opportunities for their advertising campaigns. In all countries, my job was to introduce commercial opportunities for the BBC to the market and grow the revenue. At the same time, I make sure that the Governments of the countries I am responsible for understanding the BBC's values. To achieve this goal, I meet regularly with heads of state, politicians, and top management of state-owned and most prominent private companies.

As a Managing Partner of Dars Consulting, I work with Europe, Asia, the Middle East and North America, ensuring that my partners and clients have the best possible Government and Investment Relations, shaping personal profiles, corporate brands and national identities. As an expert on international media, I organise training courses “Strategic Communications” in London twice a year. The first seminar took place at the BBC Academy in 2009. Since 2010 I have held seminars and lectures in Armenia, Azerbaijan, Belarus, China, Georgia, Germany, France, Italy, Kazakhstan, Russia, South Korea, the USA, and Uzbekistan.

## **Private profile**

Born in Russia in the middle of Siberia on 15<sup>th</sup> July 1966. Since 1992 I have lived in London. I am a British citizen, happily married with twin sons. When I am not working - I am with my family. When I am not working and not with my family, I am either playing tennis or chess.



## **Contacts:**

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# СЕМИНАРЫ И ФОРУМЫ 2023

24 November 2023

Turkestan, Kazakhstan

Moderator of the [Economic Forum “Turkestan: Economy, Tourism and Investments”](#)

17 November 2023

Tashkent, Uzbekistan

Moderator and Speaker at «The Role of IT Technologies and Social Media in Tourism» session at the [Tashkent International Tourism Fair](#)

16-20 October 2023

Tashkent, Uzbekistan

Branding of Uzbek Textile

Seminar for Textile Industry of Uzbekistan organised by [USAID](#)

17 October 2023

Samarkand, Tashkent

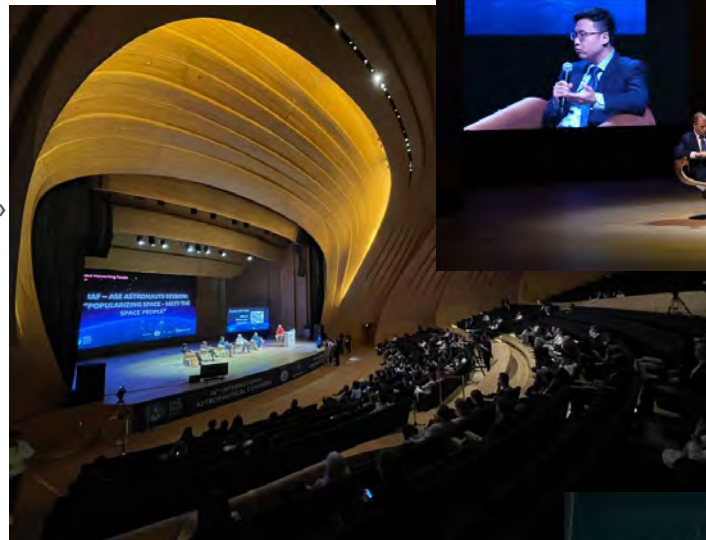
Delegate of the [World Tourism Organisation General Assembly](#)

6 October 2023

Baku, Azerbaijan

Visualisation in Space Research and Policy Making

Speech at the [74<sup>th</sup> International Astronautical Congress](#)





## SERGEY STANOVKIN – 2023 EVENTS

9 June 2023  
Astana, Kazakhstan  
[Astana International Forum](#)  
Speech “Global challenges and opportunities for business of Kazakhstan”

2 June 2023  
Astana, Kazakhstan  
[International Mining and Metallurgy Congress](#)  
Moderator of the plenary session and CEO TALKS session

17 – 31 May 2023  
May, Kazakhstan  
National Information Agency “Khabar”  
Seminar “Modern Media”

19 May 2023  
Pesaro, Italy  
Culture Brand  
[Lecture at the City Hall](#)

27 April 2023  
Tashkent, Uzbekistan  
[Tashkent Investment Forum](#)  
Moderator of the plenary session “Trade Finance”

2 March 2023  
London, United Kingdom  
[Global Soft Power Summit](#)  
Participant and Speaker

21 February 2023  
London, United Kingdom  
Participant and Speaker at «Corporate and Public Affairs Summit»





# SERGEY STANOVKIN – 2022 EVENTS

**19 – 23 December 2022**

Astana, Kazakhstan - Samruk Business Academy  
Educational programme [«Crisis Communications»](#)

**8 - 9 December 2022**

Bishkek, Kyrgyzstan  
[Bishkek Investment Summit](#)  
Moderator of the Plenary session

**8 December 2022**

Bishkek, Kyrgyzstan  
Moderator of the [“Global Silk Road – Forum of Mayors”](#)

**30 November – 2 December 2022**

Tashkent, Uzbekistan  
[International Travel Fair](#)  
Moderator of the Plenary Session

**15-17 November 2022**

Abu Dhabi, United Arab Emirates  
[Global Media Congress](#)  
Delegate of the congress

**3 October – 22 November 2022**

Baku, Azerbaijan - AzerCell  
Educational programme [«Crisis Communications»](#)

**6 - 8 September 2022**

Tashkent, Uzbekistan  
University of World Economy and Diplomacy  
Seminar [«International relations and country branding»](#)





# SERGEY STANOVKIN – 2022 EVENTS

**23 – 24 June 2022**

Tashkent, Uzbekistan

[ENERGY FORUM OF UZBEKISTAN](#)

Moderator of the Investment Session

**22 June 2022**

Tashkent, Uzbekistan

[Embassy of Kazakhstan in Washington](#)

Seminar “Public Relations”

10 June 2022

Washington, USA

[Embassy of Kazakhstan in Washington](#)

Seminar “Public Relations”

**9 June 2022**

Washington, USA

[National Press Club](#)

Moderator of the Plenary session of GR-FORUM

**April 2022**

Nur-Sultan, Kazakhstan

[L.N. Gumilyov Eurasian State University](#)

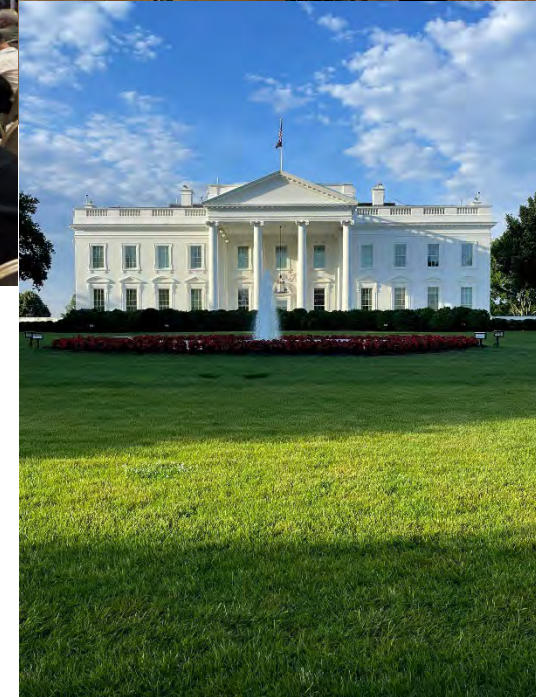
Educational programme “Crisis Communications”

**28 February - 2 March 2022**

Baku, Azerbaijan

[Azerbaijan State Academy of Physical Education and Sport](#)

Seminar “Modern Media”





# SERGEY STANOVKIN – 2021 EVENTS

**December 2021**

Baku, Azerbaijan

[Azerbaijan Diplomatic Academy](#)

Educational programme “Information support of state bodies”

**15 December 2021**

Nur-Sultan, Kazakhstan

Moderator of the [“Global Silk Road – Forum of Mayors”](#)

**1 December 2021**

Dubai, United Arab Emirates

Moderator of the Plenary session

[“Kazakhstan Trade and Investment Forum”](#)

**2 November 2021**

Glasgow, United Kingdom

[COP26 Summit](#)

Moderator of the “Green Bridge” conference

**15 September 2021**

Nur-Sultan, Kazakhstan

Eurasian Media Forum

[Masterclass “Media audience – formats of interaction”](#)

**February 2021**

Moscow, Russia

[National Research Nuclear University MEPhI](#)

Educational programme

“Strategic positioning of the university’s brand”

