

# SVETLANA BRENGAUZ

MSc MECHENG; PGRADDIP COMPSc

BUSINESS DEVELOPMENT, ASSET MAINTENANCE, SYSTEM ANALYSIS

## CONTACT DETAILS

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## PROFESSIONAL OBJECTIVE

I deliver clear, appealing, and relevant information to facilitate the development of technical ideas from the conceptual stage through to successful implementation. I optimise business processes and deliver effective, win-win client solutions.

## EDUCATION

**MSc Mechanical Engineering**, Bryansk State Technical University, Russia, Diploma with Excellence. Majors:

- Railway Carriage Building and Equipment;
- Dynamics and Strength of Machines

**Postgraduate Diploma**, Waikato University, New Zealand, Computer Science.

- Artificial Intelligence, Machine Learning;
- Multilingual texts processing.

**Master Business Administration**, The University of Auckland – current student.

## PROFESSIONAL CERTIFICATES AND MEMBERSHIPS

**Financial Broker**, Financial Department of the Regional Council of Bryansk, Russia.

**Plant & Machinery Valuations**, University of Auckland, New Zealand.

**Assessment of candidate performance**, NZQA registered unit standard 4098.

**SAP, End User Issue Resolution, Train-The-Trainer, Aftermarket Sales**, employer-based training courses.

**NZ Patent Application No. 767383** - Lower limb rehabilitation and mobility aid apparatus

**Asset Management Council (NZ Chapter)**, member, studying towards Certified Asset Management Assessor (CAMA) qualification

## FIELDS OF PROFESSIONAL EXPERTISE

- Engineering contracts and technical documentation
- Industrial plant lifecycle and risk management
- Engineering design, controls and automation
- Infant formula and powder nutritionals manufacturing
- Industry and infrastructure
- Technical marketing, market research, PR
- Internet-based technologies and software

## LANGUAGES

English, Russian – fluent • German – translations • Hebrew – conversational • Chinese – beginner

## VOLUNTEERING

Programme “Chance” – Charity Foundation “Arithmetic of Kindness”, Russia. Helping Russian orphans to make informed career choices (advising on engineering degrees and trades).

## CAREER SUMMARY

- 2017 Oct – Current Sales Engineer, TSS, GEA New Zealand
- 2017 Apr-Sep National Dairy Sector – L&D Consultant, Primary ITO
- 2016-2017 DAIRYCRAFT (Fonterra) Support Manager, Primary ITO
- 2014-2016 Technical Sales Engineer, Tetra Pak (New Zealand) Ltd
- 2008-2014 Powder Projects Engineer, Tetra Pak (New Zealand) Ltd
- 2005-2007 Sales Support Engineer, GEA Avapac Ltd
- 2006-2013 Technical Translator, Numerous projects worldwide
- 2003-2005 Operations Manager, Digipoll Ltd
- 2001-2002 Technical Director, Digital Global Maps Ltd
- 1999-2001 Plant & Machinery Valuer, Beca Valuations Ltd
- 1997-1999 Senior Valuer, Business Union Ltd., Russia
- 1994-1997 Financial broker, Investment Portfolio PJSC Fund, Russia

## CHANGE INITIATIVES (2014-current)

- **One Project-One Service Offer** Aftersales initiative for NZ dairy industry and wastewater management clients. 10-year asset maintenance plans for project tenders. Multidisciplinary services for proprietary and 3rd party vendors. Account and service team management. Warranty and technical issue resolution. Internal training. Client service projects for 300+ dairy process machines across NZ sites.
- **TSS Portfolio – Training** Business case development; international expert team coordination; course material development and delivery; advertisement; price strategy; training framework; project management.

## INDUSTRIAL ASSET MANAGEMENT (2014-current)

- **Mataura Valley Milk, Open Country Dairy, Fonterra** Optimisation and sales, long-term investment plan; in-service plant maintenance contract; annual service sales; account management
- **Oceania Dairy, Tatua, Synlait, Westland** Achieved 10% client's cost savings via spare parts inventories for four new dryer plants.
- **Key project suppliers** Contractual framework for preferred suppliers, business case for 3rd party support; combined spare parts procurement for different clients.

## INDUSTRY BASED TRAINING (2014-2016)

- **Fonterra DAIRYCRAFT** NZQA L3 and L4 coordination and facilitation. Quality assessment for NZQA Unit Standards across 15 Fonterra sites.
- **NZ Dairy Manufacturers Client Experience Enhancement** Design, business model, and market evaluation for industry-based training.
- **UHT and Dairy Process** Compact interchangeable training for dairy plant operators; NZQA L3-L5 accreditation; delivery by key stakeholder; optimised client price offer.
- **Wintec Dairy Diploma, Food Safe** Training materials and concept.

## NEW PRODUCT DEVELOPMENT (2012-2014)

- **Business acquisition** Due diligence research; patent search; IP capture and transfer; investment value recommendation.

- **Model Standardisation** Full documentation and marketing support; introduced spare parts kit concept; design risk assessments.
- **Patent restoration** IP protection gap identification; patent restoration strategy and technical consultations with the legal department.
- **Machinery Directive** EU compliance for NZ-designed powder handling equipment.

## **DOCUMENTATION AND COPYWRITING (2005-2015)**

- **Dairy dryer plant** 3<sup>rd</sup> party vendor manuals; new document flow; peer training.
- **Product launch** Corporate image improvement; operational and maintenance manuals concept. Comprehensive instructions, drawings and graphics.
- **Sales contracts** New sales contract package, new client quoting procedure, sales database development. Process optimisation.

## **MARKETING AND COMMUNICATIONS (2005-2016)**

- **Market awareness campaign** Development of media visibility plan; implementation through monthly publications in NZ and cross-Tasman industry magazines.
- **Technical marketing** Capital sales for hygienic powder handling products.
- **Product launches** Full marketing support, including concepts, portfolio structure, content, imagery, copywriting, guidance to the graphic agencies, campaign funding.
- **Marketing portfolio** Portfolio concept and structure; content for product brochures; DTP and graphics vendor management.
- **Digital library** Prototype for intuitive search engine for technical content archive. Technical team supervision, pilot deployment.

## **BUSINESS MANAGEMENT (2000-2005)**

- **Public opinion outbound call centre** 30% increased output of 430-person operation, QC procedures and training. MRSNZ & AMRO accreditation.
- **GIS software** Design, technical and commercial strategy of geo-spatial software development. Full management, source data acquisition, software architecture. Offshore programming coordination, QC system, operational budgets.

## **BUSINESS AND ASSET VALUATIONS (1994-2001)**

- **Industry and infrastructure** Municipal roads, water and wastewater networks; airport infrastructure; cross-harbour vessels; fuel-tanker fleet; paper mills; beverage plants.
- **Business appraisals** Tobacco industry, distilleries, machinery, construction, semiconductor manufacturing, oil and gas, agricultural sector. Business restructuring.

## **ENGINEERING R&D (1989-1992)**

- **Strength research** Railway and road building applications; experiment design; computer simulation.
- **Public transport operation** System analysis, mathematical modelling, business simulation for municipal transport fleet.