



Irina Kuznetsova

Zest Leaders Consultant

PhD in Psychology

Associate professor of the Social Psychology Department, Saint-Petersburg State University

In ZL: since 2012.

Professional experience: working since the age of 16. Since 1997 – delivering lectures and workshops, developing psychological training programs and conducting them, conducting marketing research (insecticides, monitoring systems, effect of outdoor advertising on people, specific character of working with risk-group adolescents). Scientific research adviser to students (bachelor and master programs).

Organizational work experience: creating and developing HR-departments in Saint-Petersburg catering sector; creating a brand new type of insurance in a motor transport insurance company; taking part in creating a chansonier community club; elaborating projects in event management, organizing and conducting various events.

Teaching experience: teaching specific courses (social psychology, mass media psychology, advertising psychology, large groups' psychology, group work, etc.) for more than 14 years (Saint Petersburg State University, North-West Open Technical University of Saint Petersburg, Interregional Institute of Economy, Law and PR, Baltic Institute of Saint-Petersburg).

Public lectures: more than 10 public lectures in various organizations in 2013, as well as 8 TV appearances (NTV TV channel, 5th channel of Saint Petersburg).

Analytic work experience: conducting efficiency evaluation of educational and preventing programs; examining family values transformation in changing Russia; studying semantic stimuli effect on mass media audience in Russia and its neighbouring countries, etc.

Scientific experience, grant work: elaborating and accomplishing 9 scientific research projects (state contracts, Open Society Foundations, Russian Humanitarian Scientific Foundation, scientific research work).

Publications: 20 scientific papers published, including 2 textbooks for students.

Education: a graduate of Saint-Petersburg State University, Faculty of Psychology, Social Psychology Department, obtained a distinction. Saint-Petersburg State University, PhD in Psychology, PhD thesis "Affiliation Motive in Interpersonal Relations" (studying the need of emotional and trustful relationships).

About myself: born and raised in Saint-Petersburg. Married. Bringing up a baby daughter. I am keen on boating. I love water in all its possible forms. For more than 10 years I have been one of the heads of a chansonier community club, which organized and conducted 6 chansonier festivals in Leningrad region and Pushkinskiye Gory (Pskov region) within the last 4 years.