

April 2018

Anastasiya Paruntseva, Young Managers Program 2017, Business Development Director, CULINARYON, Russia

»PUT YOUR SOUL INTO YOUR PROJECT EVERY MINUTE AND SEE HOW THE ROUTINE TURNS INTO THE WORK OF YOUR LIFE«

Anastasiya Paruntseva is an alumna of the IEDC summer school, the Young Managers Program that usually gathers a large group of bright young high potential managers from as many as 15 countries at a time, literally coming from all corners of the world and from as far as South Korea.

What strikes any person that meets Anastasiya for the first time is a sheer enthusiasm and a spark in her eyes, and that makes you wonder what is it that she does that gives her so much energy and confidence.



What do you do in your company and what is the CULINARYON business about?

CULINARYON is the largest edutainment culinary studio in Asia and Europe, a unique culinary playground that amps up the fun and excitement at their cooking parties in the heart of the Central Business District of the cities the studios are located at.

Under the attentive guidance of our experienced culinary team, you can get to whip up fabulous dishes from all over the world. Here you find your favorite class and join the culinary journey!

I have been working in

Culinaryon almost since the foundation of the company and my position is Business Development Director. My responsibilities include a broad and interesting range of tasks: from franchising and payment systems to IT, BI, Digital, web site development and CRM systems implementation. My greatest love here is people! The unique atmosphere and excellent solid team - the key to success in my opinion.

How did you first hear about the IEDC and the summer school Young Managers Program? Did anyone recommend it to you?

I heard about the IEDC for the first time from one of the founders of our company. He studied there after Harvard and still has really good friendly relations with the dean Prof. Danica Purg. We are also on good terms with the IEDC and are always happy to see them at our place in CULINARYON. Therefore, I knew about the business school not by hearsay, so the possibility of studying at the IEDC was a real happiness for me. I was so glad to get this opportunity and waited with great impatience for the beginning of the course.

What did you like most while studying at the IEDC?

The Young Managers Program at the IEDC-Bled School of Management is one of my brightest memories. I was dreaming to once study in this school that is rightfully known worldwide and it was a great honour to finally be among great high-potential managers and top executives that this school gave a truly quality international business education to.

What IEDC is famous for is the fact that the best lecturers and professors from the top institutions from Europe and the US teach here. For me particularly, it was really important to get familiar with the latest trends in management education and get valuable knowledge and skills in an international environment.

The international atmosphere in the school is truly remarkable: there were enthusiastic young professionals from 17 different countries at the course, and the team spirit, creative and innovative approach and sheer energy were simply amazing.

Last but not least, it is worth mentioning that behind the IEDC success stands Prof. Danica Purg, the founder and the dean, whose energy and determination helped implement the innovative approach to teaching that focuses intensively on developing leaders and managers and creates a unique atmosphere of student traditions and learning.

What was the best takeaway from the Young Managers Program for you?

The YMP program helped me

rethink my own experience so far: one starts looking not only at business differently, but also starts reevaluating life choices and personal views and attitudes. Strategy and Team management course served as an inspiration for me, as it allowed me to have a clear understanding of all aspects of project management and consequently successfully implement one of the largest and most complicated projects in my work. We have launched a new CRM system for the international network of culinary studios CULINARYON at our Russian offices. Moreover, we are installing the system also at our European and South East Asian locations.

I'm in fact very thankful for the motivation and confidence that I got at YMP.

What are in your opinion key factors in implementing a project successfully or introducing any change in company operations? Any advice you would give to others.

Do not hesitate even for a minute! Uncertainty and doubt contribute to the fact that you quickly lose focus. Well, of course, involvement - do what you love! Put your soul into your project every minute and see how the routine turns into the work of your life.



MEET ANASTASIYA IN EVERYDAY LIFE

My favourite spare time activity is travel. Travel is something that you can really devote your life to. I traveled Asia all over, I'm really crazy about culture and people there.

A dream or a plan that I would like to fulfill? Always learn new things and discover the world. I dream not to lose enthusiasm and to receive true pleasure from the process of learning about the world, myself and constant comprehension of new information.

A personality that inspires me is Richard Branson. A great businessman, a philanthropist and a man of shock. A perfect example of a successful and intelligent person who never loses his taste for life.

If I had a chance to do something differently, I would...
travel more :)