

ANDREY KLEYMENOV
Adizes Institute Associate Candidate

Andrey Kleymenov serves as Chairman of the Board of Directors at Tandem Advertising Group, Moscow, Russia. He joined the company in 1994 and progressed from a courier to the Chairman of the Board of Directors carrying out the full set of duties required at each stage of his career.

Andrey successfully transformed a small, unknown advertising agency, which had only a few employees and served a couple of clients, into the leader of the Moscow market for car dealers and companies in the real estate sector. It now has over 200 employees and serves more than 500 clients every month. This was achieved mostly by building a powerful management team of like-minded people and through the correct choice of positioning and specialisation of the company.



Having studied at the New Humanitarian University in Moscow, Russia Andrey graduated in 2002 with a Master in Marketing.

In 2009 Andrey changed his role at the company from CEO to Chairman of the Board that allowed him to focus on strategic development of the business and established professional management within the company.

Facing new challenges in his business as well as pursuing the self-development goals Andrey entered the executive MBA program at London Business School, UK in 2013 and graduated in 2016 with a Master of Business Administration. It provided Andrey with the broad scope of the proven worldwide business knowledge and practices and allowed him to establish the truly globe connections within the huge LBS community.

In 2017 Andrey read a few books written by Dr. Ichak Adizes and he was extremely impressed by the uniqueness and depth of the Adizes Methodology. He attended a couple of training programs provided by the Adizes Institute in Russia and made a decision to apply for a associate of the Institute with the goal of becoming a top professional consultant delivering and promoting the Adizes Methodology around the globe.

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