

«\_\_\_\_\_» 20 \_\_\_\_ г.  
№ \_\_\_\_\_ 12 November 2021

Admissions Office Geneva Business School  
La Voie-Creuse 16, 1202, Geneva, Switzerland

### LETTER OF RECOMMENDATION

Dear Sir / Madam,

It is my pleasure to recommend Oleg Tsoy for admission to the Doctor of Business Administration Program at Geneva Business School.

I first met Mr. Tsoy nearly two years ago and I have known him as a well respected entrepreneur in the business world here in Kazakhstan. Mr. Tsoy has a vast experience and knowledge in the field of Finance, International Business, Project Management and Human Resources since several local major players in the industry such as Kaspi Bank JSC, AllurAuto JSC, etc. had the benefit of being led by Oleg as a successful result-oriented leader with a vision.

His academic accomplishments achieved for the past 5 years in leading graduate schools such as London Business School and Harvard Business School deserve a high regard and admiration. Mr. Tsoy is now a founder and CEO of a fast-growing “Atrium Home” real estate company and an educational center for real estate specialists.

Thus his unique combination of skills acquired from Public Service, international companies, academia and gained as a founder of commercial and educational establishments helped Caspian University to launch several joint programs. They have been developed with Mr. Tsoy's direct involvement. For instance, currently the Pre-MBA program designed specifically for real estate agents is being implemented. More than 200 Atrium Home employees have completed the course. Mr. Tsoy and our Faculty have also designed an MBA program in “Real Estate Development” which consists of 8 core subjects. Two of the subjects such as Emotional Intelligence and Stock Market are taught by Mr. Tsoy.

Moreover, Mr. Tsoy has been a Chairman of State Examination Board since 2019 and has been evaluating the dissertation of General MBA students since the paper requires a defense. His expertise, critical thinking and analysis make him an invaluable member of the panel. Yet another significant achievement and mutually beneficial project is a new organizational unit at our university, Research and Education Center, which was established in 2021. As part of the work of the centre, Mr. Tsoy conducts practical seminars and workshops for small and mid-size enterprises. Oleg also delivers lectures in English on Emotional Intelligence within the framework of Executive Education

Program for top managers working in banks and leading companies in Kazakhstan. Mr. Tsoy takes an active part in international conferences held by the university as a guest speaker.

As a DBA candidate, I expect Mr. Tsoy to be nothing less than one of your top students who could reach his full potential as a businessman, academic and person. He takes his professional and personal growth very seriously and I feel he will give as much to the university as he will undoubtedly get out of it.

I have the greatest confidence in Mr. Tsoy's prospects of excelling in all his academic pursuits. I recommend him with absolutely no reservation.

If I can supply further information concerning Mr. Tsoy's qualifications and accomplishments, please do not hesitate to contact me at [cu@cu.edu.kz](mailto:cu@cu.edu.kz) or + 7(727) 323 10 09.

Sincerely,

**Zholdasbek Nusenov**

Rector Caspian University  
Kazakhstan, Almaty





**kaspi bank**

**«KASPI BANK» АКЦИОНЕРЛІК ҚОҒАМЫ АКЦИОНЕРНОЕ ОБЩЕСТВО «KASPI BANK»**

Қазақстан Республикасы, 050013, Алматы қ., Наурызбай батыр к-сі, 154 «A»

Республика Казахстан, 050013, г. Алматы, ул. Наурызбай батыра, 154 «A»

Тел. +7 (727) 258 59 55; факс +7 (727) 250 95 96

e-mail: office@kaspibank.kz; www.kaspibank.kz

04.11.2013г. № 23.2/1-84

На № \_\_\_\_\_ от \_\_\_\_\_

**LETTER OF RECOMMENDATION**

This letter is to serve as my formal recommendation for Oleg Tsoy. In 2006, I was a member of the Board of Directors in Caspian bank when Mr. Tsoy had a position of the Chief Security Officer. Mr. Tsoy was responsible for several significant Departments such as the Economic Security Department; duties included vetting clients for financial solvency, information and data protection, Cash and Funds Transportation Department and Telecommunication Services Division. He was a temporary member of the Loan Committee and the Committee for Problem Loans. The bank had 32 branches at that time and there were representatives of departments with the total number of employees more than 300.

Mr. Tsoy positioned himself as a conscientious person with excellent analytical skills. He has a high level of executive decision making and does not fear to take decisions and be responsible for projects. Oleg is capable of working with an array of information, processing, analyzing and as a result drawing logical conclusions. He also has a mathematical mind. He expresses his opinions and communicates his ideas very precisely and accurately. In my opinion, he has abilities to work under time constraints and meet all the deadlines. In the course of work, Mr. Tsoy showed his ability to deal with changing and emergency situations. While analyzing any kind of input or information, Oleg could easily recognize weaknesses and strengths, advantages and disadvantages in different job-related situations, thus defining top priorities and reaching fair and reasonable decisions.

Mr. Tsoy is known as a just and sensible manager. He usually allocates roles and responsibilities so that all the work-related activities are equally and fairly distributed among the staff. In other words, his approach to work is very methodical and systematic. Mr. Tsoy is well organized and he can manage a large number of employees. Many of his workers seek his support and advice. Oleg gave them a helping hand, coaching and guiding them. Oleg is an effective team leader and can motivate people through his personal examples. He is able to encourage and unify people. Mr. Tsoy has excellent multicultural communication skills which enabled him to work successfully with people with different cultural and ethnic background.

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Last but not least, Oleg is good at multitasking. His ability to complete several tasks at a time was very essential in banking activities. While accomplishing tasks, he could easily manage his time using specific tools and techniques. This ability will definitely help him in his academic life as well. For the aforementioned reasons, I highly recommend Oleg Tsoy as a candidate for your EMBA program. I am confident that Mr. Tsoy will be an asset to your educational institution. If you have any questions regarding Oleg or this recommendation, please do not hesitate to contact me.

Michael N. Lomtadze,

Chairman of the Management Board at Kaspi Bank,

Partner at Bering Vostok Capital Partners Limited.

Harvard Business School

ESM, Tbilisi, Georgia

mobile phone.+ 7 701 724 24 24