

NTA TEAM

Ruslan Zhanabayev

Руслан Жанабаев · Руководитель направления стратегии и партнёрств

Head of Strategy & Partnerships

Almaty

> *Ten years in Almaty's tourism and city development: he rose from IT specialist to head of analytics and strategic planning at the city's Tourist Information Centre, served as its acting director and headed marketing and strategy at the Almaty Tourism Bureau. At NTA he owns strategy and partnerships with the city, the tourism bureau and local business.*

ROLE AT NTA

- Go-to-market strategy and growing the Visit Almaty pilot
- Relations with the akimat, the Almaty Tourism Bureau and city bodies
- Partnerships with venues and associations, the pilot's anchor partners
- Visitor-flow analytics and pilot metrics for the city
- Destination marketing together with the tourism community

EXPERIENCE → NTA TASKS

WHAT THEY DO	WHERE NTA NEEDS IT
Headed marketing and strategy at the Almaty Tourism Bureau	→ **The Visit Almaty pilot: knows the partner, its goals and KPIs from the inside**
Analytics and strategic planning at the Tourist Information Centre, acting director	→ **Pilot metrics, reports for the city, the growth plan**
Urban development, Almaty Social-Entrepreneurial Corporation	→ **Mobility, transport and city objects on the map; access to the akimat**
Marketing for the tourist centre	→ **Promoting Visit Almaty with the tourism community**
Started in IT	→ **Turns the city's requests into product tasks**

EXPERIENCE

02.2026 — present
Deputy Director, Department of Urban Development
Almaty Social-Entrepreneurial Corporation JSC

04.2024 — 11.2025
Head of Marketing and Strategic Planning
Almaty Tourism Bureau LLP

03.2023 — 06.2023
Acting Director
Almaty Tourist Information Centre LLP

03.2020 — 2023
Head of Analytics and Strategic Planning
Almaty Tourist Information Centre

2017 — 2020
IT specialist → IT manager → marketing manager → analyst
Almaty Tourist Information Centre

07.2016 — 08.2017
IT manager
IT – Support LLP

10.2015 — 05.2016
Client relations manager
Teletrade LLP

04.2015 — 06.2015
PC operator
Ayagoz-Su

EDUCATION

2014

Information technology, bachelor's degree
Almaty Technological University

SKILLS

Strategic planning · Tourism analytics · Destination marketing · Government relations · Urban development

LANGUAGES

Kazakh · Russian · English