Ksenia Gavrilova

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SUMMARY

Head of Concept Development & Urban Strategy with 10+ years' experience delivering complex urban and development projects across Eastern Europe and Asia. Specialises in developing financially sound concepts for complex, multi-stakeholder sites and guiding projects from concept through design, approvals, and construction. Combines a background in construction, economics and PR to balance human-centred public spaces and mixed-use districts with realistic budgets (up to ~$19M) and large territories (up to ~6.4 km²).

EXPERIENCE

Head of Concept Development & Urban Strategy / Urban Projects Lead

XENIOS · May 2021 – Present · Eastern Europe & Asia

Lead concept development and urban strategy for complex city, public space, residential, and mixed-use projects.

- Act as a single coordination point between municipalities, developers, investors, and project teams.
- Transform initial project briefs into clear, structured concepts with defined budgets, phasing, and implementation plans.
- Prepare feasibility studies, valuation calculations, and preliminary financial models.
- Coordinate architects, engineers, analysts, and contractors through design, approvals, and construction.
- Led budgeting and economic coordination for large public space systems and city-wide programmes (up to ~$19M).
- Worked on international projects across Russia, Georgia, and India.

Head of Project Management Office – City Anniversary Programme (Perm-300)

XENIOS · May 2022 – October 2023 · Russia

Managed a federal-level city anniversary programme, coordinating planners, designers, analysts, contractors, and officials.

- Served as the main interface between ministries, city departments, and project teams.
- Controlled budgeting and expenditure for a ~$19M city-wide programme.
- Developed scopes of work, technical specifications, and evaluated contractor proposals.
- Led the Design & Brand Department to ensure consistency across projects.

Head of Investment Projects

ALTERCASA · December 2019 – May 2021 · Moscow, Russia

Led high-end real estate investment projects from concept to commissioning.

- Managed a team of 12 and multiple parallel projects ($6–7M per project).
- Prepared valuation calculations, budgets, and business cases.
- Supervised architectural and interior design to align with investment objectives.
- Delivered 4 facilities into operation within 1.5 years.

Head of Tender Department

INVITRO / ARCHMEDSTROY · October 2017 – August 2019 · Moscow, Russia

Managed the full tender lifecycle for construction and fit-out projects.

- Led a team of 6 and negotiated contracts with public and commercial clients.
- Won 20 tenders, attracted 12 major customers, and supported delivery of 45+ projects.
- Oversaw procurement, contract execution, and payment control.

EDUCATION

Higher School of Economics — Industrial & Civil Construction (2019–2020)

Kosygin Russian State University — Bachelor's Degree, Advertising & Public Relations (2015–2019)

Plekhanov Russian University of Economics — Economics & Accounting (2013–2015)

SKILLS

Leading concept development for complex, multi-stakeholder territories, Turning ambiguous briefs into structured urban and development strategies, Preparing feasibility studies and preliminary financial models, Designing human-centred public spaces and mixed-use districts, Coordinating multidisciplinary teams from concept through construction, Managing large public programmes with budgets up to ~$19M, Navigating municipal and government stakeholder processes, Master site planning across large territories (up to ~6.4 km²)

LANGUAGES

Russian, English