SAMUTA ENGINEERING & TECHNOLOGY

28 OCTOBER 2026

MEDIA KIT 2026
PAVEL SAMUTA

BUSINESS • ENGINEERING • TECHNOLOGY

Mechanical engineer, entrepreneur and independent technical partner to industrial companies. Author, speaker and podcast host.

Engineering expertise meets manufacturing economics, industrial collaboration and practical business decisions.



18+	600+	30,000+	14,873
YEARS IN ENGINEERING	ENGINEERING TASKS	COMBINED FOLLOWER COUNTS	LINKEDIN FOLLOWERS

PROFILE & POSITIONING

Pavel Alexandrovich Samuta is a Belarusian mechanical engineer, entrepreneur and founder of Samuta Engineering & Technology. Independent industrial engineering practice since 2023; engineering career since 2007.

REVERSE ENGINEERING

Reconstruction of components, assemblies and mechanical equipment from physical samples.

DESIGN DOCUMENTATION

3D CAD models, manufacturing drawings, tolerances and production preparation.

MODERNISATION & R&D

Mechanical redesign, manufacturability, prototype development and cost reduction.

INDEPENDENT ASSESSMENTS

Technical reviews, supplier evaluation and engineering risk assessment.

PROFESSIONAL MILESTONES

2007
Engineering career

2015
LiveJournal writing

2019
Zen author blog

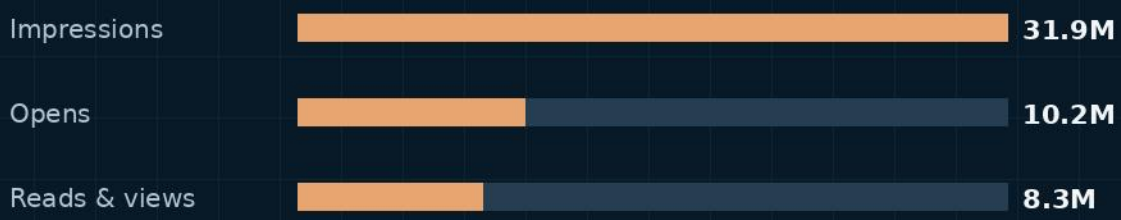
2023
Independent practice

KEY METRICS

ZEN — CUMULATIVE, ALL-TIME PERFORMANCE

31.9M CONTENT IMPRESSIONS	**10.2M** ARTICLE OPENS	**8.3M** READS & VIEWS
21K+ COMMENTS	**77K+** LIKES	**5K+** SHARES

RELATIVE VOLUME OF CONTENT INTERACTIONS



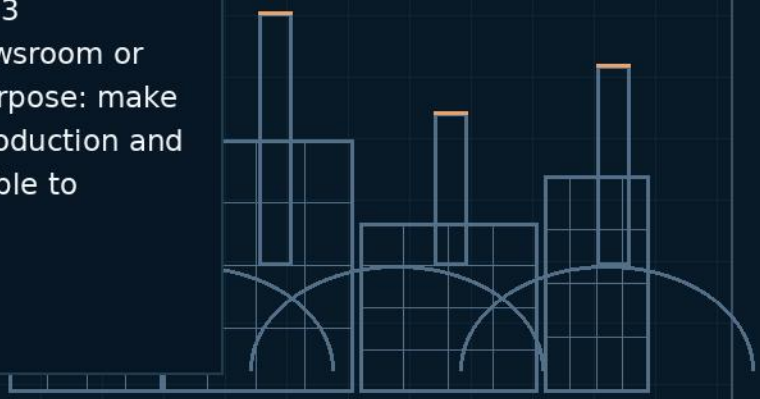
LINKEDIN — 28 OCTOBER 2026 SNAPSHOT

14,873 FOLLOWERS	**11,960** 7-DAY IMPRESSIONS	**1,021** 90-DAY PROFILE VIEWS	**54/100** SSI SCORE

Platform metrics are cumulative activity, not unique people or confirmed business leads.

ZEN AUTHOR BLOG
ENGINEERING & INDUSTRY

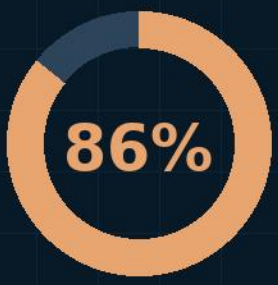
Independent publishing since 13 September 2019, without a newsroom or paid promotional team. The purpose: make engineering work, industrial production and technical professions more visible to society.



~9,800
ZEN FOLLOWERS

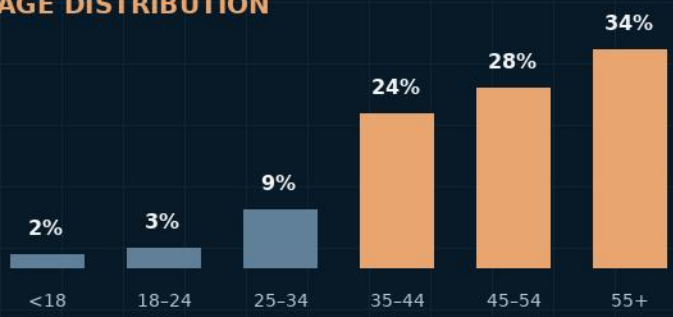
The specialist subject attracts readers at a measured, consistent pace.

AUDIENCE PROFILE — PLATFORM ANALYTICS



MALE VIEWERS

AGE DISTRIBUTION



86% of views come from ages 35+

LINKEDIN:
PROFESSIONAL NETWORK

Active on LinkedIn since November 2014. The network connects engineers, founders, business leaders and technical decision-makers across international markets.

14,873 FOLLOWERS	**11,960** 7-DAY IMPRESSIONS	**1,021** 90-DAY PROFILE VIEWS	**172** SEARCH APPEARANCES
54/100 SOCIAL SELLING INDEX	**TOP 2%** INDUSTRY SSI RANK	**TOP 7%** NETWORK SSI RANK	**29** INDUSTRY AVG. SSI

AUDIENCE SENIORITY



AUDIENCE & PROFESSIONAL COMMUNITY

KEY PROFESSIONAL GROUPS

- **Business owners & founders**
- **CEOs & technical directors**
- **Chief engineers & maintenance leads**
- **Mechanical design engineers**
- **Industrial equipment suppliers**
- **Product development & R&D teams**

PROFESSIONAL CONNECTIONS

16,000+

Long-term contacts across Belarus, Russia, Kazakhstan, Uzbekistan, Poland, the UK, China and other markets.



Audience relevance: a shared interest in engineering, manufacturing, technology and entrepreneurship.

ENGINEERING CASE STUDIES

01 ZHODINO CHP MODERNISATION

Participation in power-generation equipment modernisation. The wider project reported a total economic benefit of about USD 4.7 million.



USD 4.7M | project-wide reported benefit

02 COMPRESSOR ROTORS

Reverse engineering of a screw-rotor pair without original design documentation.



Physical part → CAD reconstruction → manufacturing

03 DC36 HOUSING REDESIGN

Mechanical redesign to improve manufacturability and reduce cost.



−35% unit cost | −15% production cycle

ENGINEERING FOCUS • PERFORMANCE • COST • FEASIBILITY

MEDIA PLATFORMS & EDITORIAL CONTENT

PROFESSIONAL PLATFORMS

LinkedIn • GrabCAD • Behance • Product Hunt

PUBLISHING & COMMUNITY

Zen • LiveJournal • Telegram • Threads • TenChat • VK • Facebook

VIDEO & PODCASTS

YouTube • Spotify • Apple Podcasts • Amazon Music • Deezer • RUTUBE • TikTok • Vimeo

EDITORIAL FOCUS

- Industrial development
- Mechanical engineering
- Manufacturing economics
- Entrepreneurship and AI



Articles • Expert commentary • Interviews • Podcasts

COLLABORATION OPPORTUNITIES

01 ENGINEERING PROJECTS

Reverse engineering, design documentation, equipment upgrades and technical assessments.

02 EXPERT ARTICLES

Industrial strategy, engineering economics, innovation and technical risk.

03 INTERVIEWS & PODCASTS

Conversations with engineers, founders, business leaders and industry experts.

04 SPEAKING & PANELS

Technical conferences, business forums and professional discussions.

05 INDUSTRIAL RESEARCH

B2B markets, supplier ecosystems, manufacturing technologies and development.

06 TECHNOLOGY PARTNERSHIPS

Joint engineering, specialist subcontracting and cross-border cooperation.

Industrial clients are looking for solutions to real problems—not simply a list of engineering skills.

LET’S WORK TOGETHER

Available for engineering projects, industry publications, expert interviews, speaking engagements and professional partnerships.

PAVEL ALEXANDROVICH SAMUTA

Mechanical Engineer • Entrepreneur • Founder of Samuta Engineering & Technology

Minsk, Belarus | Engineering since 2007

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