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| curriculum vitae |

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| personal information |

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| Name |  | **Antoaneta ARSOVA** |
| Address |  | **74B Cherni Vrah Blvd, 1407 Sofia, Bulgaria** |
| Telephone |  | **mobile (+359) 888.442.992** |
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| **Summary**  Key professional Qualifications and Strengths |  | **My professional passion and expertise lay in corporate management and communications.**  **In 2006, I started and consolidated a holding company structure – a complex media project (represented by 5 powerful media brands) - the first media consolidation project in Bulgaria. I implemented considerable cultural and organizational changes and managed to turn around financially unstable companies into profitable operations.**  **I operated businesses successfully in a highly competitive market and turmoil economic conditions, and built a strong commercial capacity and a passion for success within the teams I have worked with.**    - Advocacy, lobbying, PR and networking;  - Business Development and Sales Management;  - Management, monitoring and evaluating of EC and USAID development projects  - Marketing (market research and analysis, positioning, creating and executing marketing campaigns);  - Organisational Development (structure, evaluate and consolidate organizations and business projects);  - Strategic management (initiating and executing long term business projects and strategic partnerships); |
| Work experience |
| Type of business or sector  • Main activities and responsibilities  • Dates (from – to)  Type of business or sector |  | Currently  **Senior Advisor, Eastern Europe**  A2 Consulting Ltd & Intellecta S.r.l., Italy - boutique strategic marketing consultancy, in a partnership  Marketing, Consulting   * Elaborated marketing strategies and consulted clients on sales and marketing tactics; * Introduced new television content into the markets in Macedonia, Albania, Serbia and Romania. * Evaluation of the project “Joining Forces for a sustainable future in the Western Balkans”, 2007-2010, in Albania, BiH, Kosova, Macedonia, Montenegro and Serbia, funded by the Dutch Ministry of Foreign Affairs * Evaluation of the project “European Partnership for Local Green Agendas” in Albania, Montengro and Macedonia, funded by the EU IPA 2008 Programme: Support to Partnership Actions "Environment, Energy Efficiency, and Health and Safety at Work"   **Director of Business Development and Sales**  September 2007 – September 2009  Media, Sales |
| •Employers |  | Pro.BG **(CME)** & Diema Vision **(MTG)** |
| • Main activities and responsibilities |  | Managed sales operations and achieved record revenue results for both companies |
| • Dates (from – to) |  | **CEO/Managing Director of SBS Broadcasting operations in Bulgaria**  January 2006 - September 2007 |
| • Employer |  | SBS Broadcasting Bulgaria |
| • Type of business or sector |  | Media |
| • Main activities and responsibilities |  | Act as a sole representative of SBS in Bulgaria; Lead the process of acquisition of target local companies and the following total post-acquisition turn-around of operations; Implemented downsizing of personel and considerable restructuring of the local companies, as well as consolidation of group operations into a holding structure; Established new management and operations structures of the SBS-owned media group (radio Veselina, radio Vitosha, radio Atlantic and The Voice radio&TV)  Launched the music TV channel The Voice in Bulgaria and through efficient partnerships with cable and DTH operators ensured the best coverage among all competing channels in Bulgaria.  Introduced new company policies and managed a cultural change process in the consolidated company;  Managed to efficiently grow the transmission network of the radio group;  By the end of 2006 all four media brands were leaders in their target demographics according to TNS/TV Plan and Gallup.  .  **Adviser to Minister Meglena Kuneva** |
| **•** Dates (from – to) |  | April 2002 – December 2004 |
| **•** Employer |  | Ministry of Foreign Affairs, Sofia;  Economic Adviser and speech-writer to the Minister of European Affairs Ms Meglena KUNEVA; and member of the Ministerial Political Cabinet |
| • Dates (from – to) |  | **Executive Director**  April 2000 – December 2005 |
| •Employer |  | Association of Bulgarian Broadcasters (ABBRO – the broadcast media industry association) |
| • Type of business or sector |  | Media, non-for-profit |
| • Main activities and responsibilities |  | Represented the organization before government, media regulatory institutions and international  community and through successful lobbying initiated legal changes, that actually led to  improvements of the business of broadcast media companies;  Networked with politicians and regulators to maintain high image of the association and the media industry and advocate in favour of members and the media industry in general;  Managed the Secretariat of the South-East-European Network of Associations of Private Broadcasters (SEENAPB)  **Consultant** |
| **•** Dates (from – to) |  | December 1997 to December 2005 |
| **•** Type of business or sector |  | Consulting in the field of project management and evaluation, public administration, environment, international development in Bulgaria and SEE Europe |
| **•** Occupation or position held |  | Free-lance consultant and trainer |
|  |  | Major clients include: EURAUST, Australia; Crown Agents, UK; Birks Sinclair, Durham, UK;  NI-CO, Belfast, UK; Business School, NBU Sofia; UN Development Program  Major consulting assignments:   * July – October 2003 mandate of the Swiss Development Cooperation Office, Bern –“Serbia: Civil Associations and Democracy : Role, Understanding, Interface with Public Authorities” * November 2002 – January 2003 Baltic Media Center and Danish Foreign Ministry –evaluation of organizational development of the umbrella media organizations in Macedonia, Montenegro, Croatia and Albania. * September – November 2002 Evaluation of a Project of Milieukontakt for the Institutional Development of Environmental NGOs in Belarus, funded by the Dutch Ministry of Foreign Affairs * October – December 2002 Consultant and Project Evaluator to the Swiss Development Cooperation Office, Sofia * 2002-2005 fixer and facilator for NYTimes reports in Bulgaria * September 1999 – June 2001 Local Co-ordinator of the PHARE Project for Institutional strengthening of the European Integration Directorate of the Ministry of Foreign Affairs in Bulgaria * June – December 1999 Public Relations Adviser with the PHARE Local Expert Facility in Bulgaria, advising the Export Promotion Centre with the (former) Ministry of Trade and Tourism * May – July 2000 Consultant to ISC/USAID “Democracy Network” –Grant Administration and NGO Management Manual * September 2000 – September 2001 Local Coordinator of the PHARE Project Countermeasures against Trafficking and Illegal Migration with the Consular Directorate of the Bulgarian Ministry of Foreign Affairs * Since April 2000 Correspondent to IRIS monthly bulletin of the European Audiovisual Legal Observatory with the Council of Europe, Strasbourg * January 1998 – June 1999 Local advisor to the Incentive Fund for Managing Delegated School Budgets within the PHARE Project Financial Management of School Education Project with the Ministry of Education   Publications:   * “Media legislation in Bulgaria”, as part of annual comparative survey of media legislation in South-Eastern Europe – ‘2001 and ‘2002 * Articles on media development in Bulgaria, IRIS, CEE Media Observatory Legal bulletin * Grant Management Manual for Bulgarian NGOs |
| **•** Dates (from – to) |  | April 1999 - April 2000 |
| **•** Employer |  | Institute for Sustainable Communities, Sofia, Bulgaria |
| **•** Type of business or sector |  | International development, non-for-profit sector |
| **•** Occupation or position held |  | Director of Operations |

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| **•** Dates (from – to) |  | April 1998 - March 1999 | |
| **•** Name and address of employer |  | Bulgarian Association of Regional Development Agencies and Business Centres BARDA,  6 Vitosha Blvd, Sofia 1000, Bulgaria | |
| **•** Type of business or sector |  | Small&medium enterprises development, Regional Development | |
| **•** Occupation or position held |  | Executive Director | |
| **•** Dates (from – to) |  | November 1996 - December 1997 | |
| **•** Employer |  | US Agency for International Development, 1 Bulgaria Square, Sofia, Bulgaria | |
| **•** Type of business or sector |  | Public Administration. International Development | |
| **•** Occupation or position held |  | Project Officer | |
| Education and training |
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| • Dates (from – to) |  | September 1994 - June 1996 | |
| • Name and type of organization |  | Erasmus University Rotterdam & School of Economics, Sofia University | |
| • Principal subjects covered |  | Management and Economics | |
| • Title of qualification awarded |  | MBA | |
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| • Dates (from – to) |  | September 1985 - June 1990 | |
| • Name and type of organization |  | Sofia Technical University, School of Automatics | |
| • Principal subjects covered |  | Data Acquisition Technology | |
| • Title of qualification awarded |  | Master of Science | |
| • Dates (from – to) |  | September 1980 - June 1985 | |
| • Name and type of organization |  | English Language School, Bourgas | |
| • Principal subjects covered |  | English | |
| Languages |  |  | |
| Mother tongue |  | **Bulgarian** | |
| Other languages |  |  | |
| |  | | --- | | • Reading skills | | • Writing skills | | • Verbal skills | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **English** | **Serbo-Croatian** | **Russian** | **German** |  | | | excellent | Good | excellent | Good |  | | excellent | Fair | excellent | Fair |  | | excellent | Good | good | Fair |  | | |  | |

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| Social and Organizational skills  and competences |  | * Leader and team player, skilled in working in multicultural environment. * Experience in general management, project management, public relations and communication * Advocacy and networking skills * Analytical and strategic planning skills * Problem –solving, mediating and negotiating skills * Ability to conceive projects and lead team to successful implementation * Comprehensive knowledge of transition practices in Bulgaria and other CEE countries; practice in oversight, monitoring and evaluation of U.S. government funded and EU projects * Professional consulting experience related to South-Eastern Europe * Good at working under stress and in cross-cultural environment |
|  |  | * Member of the Public Policy Committee of the American Chamber of Commerce |