

## CURRICULUM VITAE

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5. **Formal Education:**

Institution	Degree or Diploma gained:
Chartered Management Institute (2018-2019)	Level 7 Diploma in Strategic Management and Leadership <b>Title:</b> CMgr
University of Sheffield (UK), within CITY College, Greece (2011-2015)	Executive MBA in General Management <b>Title:</b> ExMBA
Institute of Economics – UKIM Macedonia (2010-2013)	M.Sc. in Entrepreneurship and Organizational Management <b>Title:</b> MSc
Faculty of Economics – UKIM Macedonia (2005–2009)	Bachelor’s degree in Economics, E-business <b>Title:</b> BSc

6. **Language Skills:** Indicate competence on a scale of 1 to 5 (1-excellent, 5-basic)

<i>Language</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
Macedonian	Native language		
English	1	1	1

7. **Key area of expertise:**

- **Project development and implementation.** Since 2001 - development, writing, and implementation of International NGO projects. Since 2008 - project development in private sector (for Macedonian and foreign companies).
- **Design and implementation of training activities.** 3-5 year experience as trainer on marketing, business development, financial forecasting, business plan development.
- **Business plan preparation and assessment.** Since 2006 - business plan for AdvertSMS (won second place on national competition), business plans for individuals, companies and farmer cooperatives. Co-author of business plan manual. Developed more than 50 business plans.
- **Business start-up and growth.** Since 2008 - owner of first mobile marketing agency AdvertSMS. Advanced experience in working with incubator and startup center. Developed the first agri-incubator in Macedonia. 2012 – Opened Macedonian branch office of UK Company and grew for 3 years. 2015 - Established BizzBee Solutions – business consulting company, through which helped more than 100 Entrepreneurs and Start-ups.
- **Entrepreneurship and Innovation.** Advanced experience in product and service development. AdvertSMS won the title “Global Innovator for 2009” Took part in the 3rd and 4th Global Forum on Innovation & Entrepreneurship in Brazil and Finland. Participated on Agri business development innovation in India. Hold an MSc on Entrepreneurship.

## 8. Current position:

- Since April 2015, owner and CEO at BizzBee Solutions, business consulting company supporting Entrepreneurs and Start-Ups.

## 9. Membership within professional bodies:

1. (2009) Member at Macedonian Chamber of Commerce ([SSKM](#))
2. (2015) Member at Association of MBAs ([AMBA](#))
3. (2018) Member at Supervisory Board at Association of Management Consultants in Macedonia ([MCA2000](#))
4. (2018) Member at Project Management Institute ([PMI](#))
5. (2018) Member at Chartered Management Institute ([CMI](#))
6. (2019) Registered consultant at European Bank for Reconstruction and Development ([EBDR](#))

## 10. Work Experience:

Date	Location	Company	Position	Description
April 2015 – Present	Skopje, MK	<a href="#">BizzBee Solution</a>	Founder and CEO	<p>Established a business consultancy, with main focus on business planning, market research, marketing/sales and product sourcing.</p> <p>Within 12 months - grew the company from zero to 20 employees, supporting more than 100 companies worldwide across different industries.</p> <p>Within 24 months - grew the company to 35 employees, and doubled the number of clients served (see our <a href="#">Portfolio</a>), as well as doubling the company turnover.</p> <p>Within 48 months – bought 224m<sup>2</sup> of office space and moved the teams closer, reaching the number of clients to 300 and further doubling the company turnover.</p> <p>Some of the projects we've successfully finished:</p> <ul style="list-style-type: none"><li>- Baseline and recommendations for the creative industries in Nigeria</li><li>- Business Plan for a financial portal targeting women in Singapore</li><li>- Business plan or procurement agency in UAE</li><li>- Market research of Governmental Institutions and Departments for LinkedIn, USA</li><li>- Market research of pay-day loans per country, worldwide</li><li>- Market research of refrigerating compressors in Australia</li><li>- Product sourcing of various medical products for a Dutch client</li></ul>
2012-2015	Skopje, MK London, UK	<a href="#">Retell Ltd</a>	Country Director and Head of Software Development	<p>Helped Retell with soft-landing services, supporting their start-up process in Macedonia.</p> <ul style="list-style-type: none"><li>- Establishment and operation management of Retell R&amp;D branch office in Macedonia</li><li>- Recruit and managed 10 full-time Software development employee</li><li>- Implemented Scrum as software development project management</li><li>- Acted as Product owner of Retell's main solution</li><li>- Took over all the technical documentation for the solution, as well as safety and hardware testing &amp; certification</li></ul>

2012	Skopje, MK	<a href="#">Ka Group Consulting</a>	Consultant – Analyst	As Business Analyst, supported Ka Group Consulting activities: <ul style="list-style-type: none"> <li>- Project Proposal writing</li> <li>- Analysis and Diagnostics of a company in the Environmental consulting industry.</li> <li>- Market research for several industries</li> </ul>
2009-2011	Stip, Skopje, MK	<a href="#">SNV</a> (Netherland Development Organization)	Business Consultant on Agriculture	As business consultant in agriculture, participated in development and implementation on several project for SNV: <ul style="list-style-type: none"> <li>- Development of a business model that will support farmers and agro companies - ABDC (Agriculture Business Development Centre). Implemented the model in Strumica, and facilitated the delivery of business plan trainings as well as agro-specific workshops.</li> <li>- Development of 3 agricultural cooperatives in Macedonia – early vegetables in Strumica, apple producers in Resen, and beekeepers in Kumanovo. The project included creation of baseline report, business plan development, as well as advisory work and capacity strengthening of the 3 cooperatives.</li> <li>- Support SNV team in resource mobilization – project concepts and project proposals, under the guidance of the Senior Advisor.</li> </ul>
2008 - Present time	Skopje, MK	<a href="#">AdvertSMS</a> - Mobile Marketing Agency	Founder & Director	Founded the first Mobile Marketing Agency in Macedonia, AdvertSMS. <ul style="list-style-type: none"> <li>- Reference of more than 100 companies and has sent more than 200.000 targeted SMS messages. Helped clients in defining their marketing campaigns.</li> <li>- Received many rewards, on the business plan, on the innovative concept of working, and also was published as a success story on several magazines.</li> </ul>
2004- 2010	Kavadarci, Skopje, MK	BWB (Business Without Borders)	Member of the Executive Board	Part time involvement with NGO BWB <ul style="list-style-type: none"> <li>- Regional coordinator – responsible for a group of students within Kavadarci region</li> <li>- Trainer - created and delivered trainings on business planning and marketing</li> <li>- Project manager - completely responsible for several projects, including budgeting, planning, execution, and follow-up.</li> <li>- Member of the executive board - responsible for business development</li> </ul>
2003-2008	Kavadarci, Skopje, MK	EYP (European Youth Parliament)	Member of the Executive Board	Part time involvement with NGO EYP <ul style="list-style-type: none"> <li>- Regional coordinator – responsible for a group of 15 students within Kavadarci region</li> <li>- Member of the executive board – supported organization of national and international conferences</li> </ul>
2002-2006	Kavadarci, MK	Blue Sky (British Council supported NGO)	Local Coordinator	Part time involvement with NGO Blue Sky <ul style="list-style-type: none"> <li>- Creator and Coordinator of the Kavadarci local group</li> <li>- Implemented several small-scale projects in Kavadarci</li> <li>- Participated on 10 day summer school in Krushevo</li> </ul>

2001-2005	Kavadarci, MK	MMUN (Macedonian Model United Nation)	Local Coordinator	Part time involvement with NGO MMUN - Coordinated the Kavadarci group – took them on conferences across Macedonia - Organized 3 day Conference in Kavadarci with 50+ participants(from planning, funding to implementation)
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#### 11. Short-term consultancy projects (before opening a consulting company):

Client	Country, City	Dates	Tasks
World Bank	Global	May-July 2011	Senior Short-Term Consultant for World Bank (InfoDev program). -Support the content development of agribusiness training module for business incubator managers and stakeholders interested in designing a new agribusiness incubator or strengthening an existing one; - Conducted a skills gap analysis. Developed questionnaire gathering information about the strengths and weakness of business incubator manager's skills in agribusiness SME development. Collected and analyzed the data submitted by incubator managers; - Wrote a report and provided key recommendations with regards to capacity building for agribusiness incubator managers; - Participated in the development of pilot training for managers of agri incubators, in Helsinki, Finland.
MATA (Macedonian Artisan Trade Association)	Macedonia, Skopje	May, October 2011 May 2012	Short-Term Trainer for Mata (USAID project for creative business). Development of training module for finance and accounting component of the business plan and held training for a group of entrepreneurs in the creative industry. Later, did a mentoring support to participant's business plans.
YES Incubator	Macedonia, Stip&Strumica	March - April 2010	Short-Term Trainer for YES Incubator for the training on making a business plan in Strumica and Stip
BWB (Business Without Borders)	Macedonia, Kr.Palanka	June – December 07	Short-term trainer and project manager. Support to Self-Employment of Women Farmers in Kriva Palanka region. Developed and adjusted training modules in accordance with the particular target group of woman farmers. Selection the businesses with the best potential for development and screening existing knowledge of the target group. Business plan development for selected women farmers – from idea to realization. The first training on the topic "Writing a business plan". The second workshop on the topic "How to increase sales". Done a review and modifications of all the business plans made by the participants.
BWB	Macedonia, Skopje	November-07	Content development and delivery of training on topic Marketing (4p,7p, segmentation, targeting, positioning, research) for students on project "Business Student week" by BWB
British Council	Macedonia, Skopje	November-06	Facilitated a training for the Government of Republic of Macedonia, organized by British Council and held by EPIC (European Policy Integration Center- Germany). Topics: 1. European Integration; 2. The single market and competition; 3 Citizenship and Identities (funded by British Council)

## 12. Non formal education:

Institution	Location	Training
<a href="#">Interreg Europa</a> July & October 2019	Durres & Skopje	Training on Trainers for Social Entrepreneurship
<a href="#">EBDR</a> April-May 2019	Skopje	Change management for business consultants
<a href="#">Interreg Europa</a> September 2018	Cyprus	Training on Trainers for Social Entrepreneurship
<a href="#">EBDR</a> March 2018	Skopje	Business diagnostics training for consultants
<a href="#">ProEfekt</a> July 2017	Skopje	Workshop on writing EU project proposal
<a href="#">CITY College</a> April 2013	Thessaloniki	Executive coaching seminar
<a href="#">YesIncubator</a> and <a href="#">Simbiotic</a> March 2013	Skopje	Time management and team management
<a href="#">The University of Sheffield</a> July 2012	Sheffield	Negotiation and Intercultural Communication Skills
Ministry of Agriculture October 2011	Skopje	Financial aspects of planning and managing with operational programs
<a href="#">NBIA</a> (National Business Incubation Association) July 2011	Skopje	Business Support Center Managers Training Program
<a href="#">InfoDev</a> May 2011	Helsinki	Training 1: Monitoring and evaluation of business incubators Training 2: Setting up virtual services for business incubators Training 3: Development of Agri business incubator
CISCO Entrepreneurial Institute January - February 2011	Skopje	Starting a Business v2.1
<a href="#">COTRUGLI Business School</a> September 2010	Belgrade	Sales Management module (ExMBA)
USAID - Hope Fellowship program January-March 2009	Skopje	Operational Management
BWB and <a href="#">SNV</a> October 2007	Skopje	Training of Trainers
<a href="#">Business Start-Up Centre</a> UKIM June-July 2007	Skopje	How to start my own business
BWB (Business Without Borders) April-June 2006	Skopje	Training 1: Making a business plan Training 2: Advanced Business Planning Workshop
Oradea Youth, January - May 2005	Romania	5 months online course, followed up by 5 day workshop on topic "Learning through games"
BWB (Business Without Borders) September 2004	Skopje	Workshops "Entrepreneurship", "Marketing" and "People in Organizations"
MOBA- Serbia August 2004	Struga	Project Management - From idea to reality
MMUN (Macedonian Model United Nations) 2001-2005	Macedonia	Participated in more than 20 debating Conferences, as well as more than 4 seminars on debate and diplomacy skills

### 13. Rewards, Recognitions:

<b>Recognition:</b> November 2020, was honored as judge for the event “Techstars Startup Weekend Skopje”, where 10 startups were pitching their business idea.
<b>Publication:</b> “Manual for Start – up Businesses” (co-author) April 2012 - ISBN 978-608-65417-0-5 COBISS. MK-ID 91636490
<b>Recognition:</b> May 2011 Received a World Bank sponsored trip to Helsinki, Finland for the 4 <sup>th</sup> Global Forum on Innovation and Entrepreneurship. Helped in the development of pilot training for managers of agri incubators. I was also invited by the city of Helsinki to participate in Mobile Monday Event: “Passion for Mobile Entrepreneurship”
<b>Recognition:</b> October 2010 Received a sponsored trip to India, Hyderabad for the kick-off meeting of Agriculture Community of Practice (Agro-incubators) within infoDev. Worked on preliminary work plan and deliverables for 2010 - 2012.
<b>Publication February 2010</b> AdvertSMS story was published as a success story on iDISC (Global Network of Business Incubators) <a href="http://www.idisc.net/en/Article.38964.html">http://www.idisc.net/en/Article.38964.html</a>
<b>Recognition: November 2009</b> Speaker on GEW (Global Entrepreneurship Week) on topic Entrepreneurship
<b>Recognition: November 2009</b> Received a placard of Appreciation, from USAID (The Competitiveness project) for outstanding support to the Internship Program
<b>Recognition: October 2009</b> Speaker on the 3 <sup>rd</sup> infoDev Global Forum on Innovation & Entrepreneurship. Presented AdvertSMS as a success story
<b>Recognition: May 2009</b> Received the title "Global Innovator for 2009" by a World Bank initiative
<b>Reward: November 2008</b> 2nd place on national business plan competition organized by USA Embassy & Junior Achievement

Skopje, January 2020