

PERSONAL INFORMATION

Hristo Ivanov Katrandjiev



📍 University of National and World Economy, “8<sup>TH</sup> December” bul., 1, cabinet 3024, Sofia, Bulgaria, p.c. 1700

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🌐 <http://blogs.unwe.bg/hkatrandjiev/en/>

Sex Male | Date of birth 09/June/1970 | Nationality Bulgarian

JOB APPLIED FOR Project coordinator

WORK EXPERIENCE

1998 – 2001	2001 – 2005	2005 – 2006	2006 – 2009	2009 – 2016	2016-Present
Part-time assistant	Assistant Professor	Senior assistant professor	Chief assistant professor	Associated professor	Professor

September 1998 - Present

**ASSOCIATED PROFESSOR  
UNIVERSITY OF NATIONAL AND WORLD ECONOMY ([www.unwe.bg](http://www.unwe.bg))**

Faculty “Management and Administration”,  
Department “Marketing and Strategic Planning”, Sofia, Bulgaria  
Lecturer ( Integrated Marketing communications, Brand Management Marketing, Marketing research, Marketing channels, Advertising, etc.)  
*Business or sector Education*

September 2002 - Present

**ASSOCIATED PROFESSOR  
NEW BULGARIAN UNIVERSITY ([www.nbu.bg](http://www.nbu.bg))**

Department “Cinema, Advertising, and Show business”, Sofia, Bulgaria  
Lecturer (Integrated Marketing communications, Brand Management Marketing, Advertising Research, etc.)  
*Business or sector Education*

2009 - Present

**CHAIRMAN OF EXAMINATION COMMISSIONS IN PH.D., MASTER, AND BACHELOR PROGRAMS, UNIVERSITY OF NATIONAL AND WORLD ECONOMY**

Management and participation in State Examination Commissions (Bachelor and Master Degree), Examination Procedures for enrolling Ph.D. Programs.  
Department “Marketing and strategic planning”  
*Business or sector Education*

May 2016 - Present

**CHIEF SECRETARY FOR DISTANCE LEARNING, UNIVERSITY OF NATIONAL AND WORLD ECONOMY (<https://www.unwe.bg/en/structure/render/46>)**

Management the process of Distance Learning at University of National and World Economy. Control over the digital platform MOODLE. Development of online courses and multimedia textbooks.  
*Business or sector Education – Distance Learning*

November 2015 – 2018

**VICE-DEAN IN SCIENTIFIC AND RESEARCH ACTIVITY, FACULTY “MANAGEMENT AND ADMINISTRATION”, UNIVERSITY OF NATIONAL AND WORLD ECONOMY**

*Business or sector Education*

October 2014 - 2018

**DEPUTY HEAD OF DEPARTMENT “MARKETING AND STRATEGIC PLANNING” UNIVERSITY OF NATIONAL AND WORLD ECONOMY ([www.unwe.bg](http://www.unwe.bg))**

*Business or sector Education*

- March 2016- Present* **HEAD OF DEPARTMENT “MARKETING AND STRATEGIC PLANNING”  
UNIVERSITY OF NATIONAL AND WORLD ECONOMY ([www.unwe.bg](http://www.unwe.bg))**  
*Business or sector: Scientific research*
- March 2018- Present* **MEMBER OF THE CONSULTATIVE BOARD OF “SCIENTIFIC RESEARCH CENTER”  
UNIVERSITY OF NATIONAL AND WORLD ECONOMY ([www.unwe.bg](http://www.unwe.bg))**  
*Business or sector: Scientific research*
- September 2003 - October 2005* **PROJECT COORDINATOR - LEONARDO DA VINCI PROGRAMME  
CA' FOSCARI UNIVERSITY OF VENICE, ITALY (<http://www.unive.it>)  
LEONARDO DA VINCI PROGRAMME**  
Project “Organizational approach to assess the skills requirements of small and medium enterprises” (OASI)  
*Business or sector Educational systems for small and medium enterprises*
- July 2002 - January 2009* **PROJECT MANAGER - MARKETING RESEARCH AGENCY “PRAGMATICA” – Part  
of “Publicis” ([www.pragmatica.bg](http://www.pragmatica.bg))**  
Managing marketing research projects (Consumer behaviour research, Measuring Advertising Effectiveness, Brand Image Analysis, Brand Positioning, Market Segmentation Studies, Price Research, Distribution Check, Usage&Attitudes Research, Product Tests, etc.)  
*Business or sector Marketing Research and Analysis*
- May 2010 - August 2010* **EXTERNAL ASSESSOR - PROJECT BG051PO001 - 6.1.01 OPERATIONAL  
PROGRAM "HUMAN RESOURCES DEVELOPMENT"  
MINISTRY OF LABOUR AND SOCIAL POLICY, BULGARIA  
(<http://www.mlsp.government.bg>)**  
Ex-ante control, according to Art. 20a par. 2, item 2 and para. 4 out of Public Procurement Law (PPL), including the provision of a report with the results of the audit of project tender documentation (including TOR) for participation in the procedure for awarding a public procurement contract "Specialized Study and Analysis Of the Possibilities For Interventions On Vulnerable Groups In the Labor Market - Inactive And Discouraged Workers", in relation to the implementation of the project: BG051PO001 - 6.1.01 Operational Program "Human Resources Development"  
*Business or sector Control over the utilization of funds under European programs*

March 2010 - December 2010

**EXTERNAL ASSESSOR - OPERATIONAL PROGRAM "HUMAN RESOURCES DEVELOPMENT" FOR THE PERIOD 2007 – 2010  
MINISTRY OF LABOUR AND SOCIAL POLICY, BULGARIA  
(<http://www.mlsp.government.bg>)**

Ex-ante control, according to Art. 20a par. 2, item 2 and par. 4 out of Public Procurement Law (PPL), including the provision of a report with the results of the audit of project tender documentation (including TOR) for participation in the procedure for awarding a public procurement contract "Assessment of the progress made in 6 schemes within The Operational Program "Human Resources Development" for the period 2007 – 2010:

- BG051PO001/07/2.1-01 "Qualification and Training of Employees";
- BG051PO001/07/3.3-01 "Developing Mechanisms for School and University Practices";
- BG051PO001/07/3.3-02 "Supporting the Development of PhD Students, Post Graduate Students and Young Scientists";
- BG051PO001/07/4.1-01 "Creating a Favorable Environment for Multicultural Practical Application of Intercultural Education and Training";
- BG051PO001/07/4.2-01 "To Make the School More Attractive for Young People";
- BG051PO001/07/5.2-01 "Care In a Family Environment For Independence And Dignity"

Participation in the work of the Commission for consideration, evaluation and ranking of the tenders received for participation in the said contract in the role of consultant right out loud, and an opinion on the compliance of tenders with the technical specifications in the documentation.

*Business or sector Control over the utilization of funds under European programs*

February 2009 - July 2009

**EXTERNAL ASSESSOR - OPERATIONAL PROGRAM "DEVELOPMENT OF THE COMPETITIVENESS OF THE BULGARIAN ECONOMY"  
MINISTRY OF ECONOMY, ENERGY, AND TOURISM  
BULGARIAN SMALL AND MEDIUM ENTERPRISES PROMOTION AGENCY  
(<http://www.sme.government.bg/>)**

Member of an Evaluation Committee – evaluating the grants within PHARE Program and The Operational Program "Development of the Competitiveness of the Bulgarian Economy"

*Business or sector Control over the utilization of funds under European programs*

May 2009 – November 2010

**CONSULTANT - PROJECT "SOCIAL ENTERPRISE - SERVICES IN THE HOME AND GARDEN", CONTRACT GRANT № BG 051PO001-5.1.01-0077-S0001  
ASSOCIATION OF PROVIDERS OF SOCIAL SERVICES ([adsu-bg.org](http://adsu-bg.org))**

Project "Social Enterprise - Services in the Home and Garden", contract grant № BG 051PO001-5.1.01-0077-S0001. The project is implemented with the financial support of Operational Program "Human Resources Development", co-financed by the European Union through the European Social Fund

*Business or sector Sustainable development of social entrepreneurship*

2009 – 2013

**RESEARCHER: IPA Cross-Border Programme Bulgaria – the former Yugoslav Republic of Macedonia**

„Women Entrepreneurship for Sustainable Economic Development”, Ref. No 2007CB161PO007-2012-3-030. [http://07-13.ipa-cbc007.eu/upload/docs/2016-02/3\\_30.pdf](http://07-13.ipa-cbc007.eu/upload/docs/2016-02/3_30.pdf); (member of the research team)

2009 – 2013

**RESEARCHER: IPA Cross-Border Programme Bulgaria – the former Yugoslav Republic of Macedonia**

"Strengthening Textile Industry Capacities In The Cross Border Region Through Learning Best Practices And Implementation of Promotional Activities", <http://www.botoyb.org/index.php/en/component/flippingbook/category/3> (member of the research team)

- 2013 – 2015 **AUTHOR OF MULTIMEDIA TEXTBOOK - PROJECT** BG051PO001-4.3.04-0034 „DEVELOPMENT OF ELECTRONIC FORMS OF DISTANCE LEARNING IN UNWE – CREATING OF NEW POSSIBILITIES FOR IMPROVING EDUCATION AND SUCCESSFUL PROFESSIONAL REALIZATION“, OPERATIONAL PROGRAM “HUMAN RESOURCE DEVELOPMENT” 2007-2013  
 Writing and co-developing the multimedia textbook “**Distribution Policy and Distribution Decisions**”. The textbook is developed in two forms – online and offline. The multimedia textbook is designed especially for the purposes of Distance Learning.  
*Business or sector* Distance Learning
- 2013 – 2015 **AUTHOR OF MULTIMEDIA TEXTBOOK - PROJECT** BG051PO001-4.3.04-0034 „DEVELOPMENT OF ELECTRONIC FORMS OF DISTANCE LEARNING IN UNWE – CREATING OF NEW POSSIBILITIES FOR IMPROVING EDUCATION AND SUCCESSFUL PROFESSIONAL REALIZATION“, OPERATIONAL PROGRAM “HUMAN RESOURCE DEVELOPMENT” 2007-2013  
 Writing and co-developing the multimedia textbook “**Merchandising**”. The textbook is developed in two forms – online and offline. The multimedia textbook is designed especially for the purposes of Distance Learning.  
*Business or sector* Distance Learning

**SCIENTIFIC RESEARCH  
ACTIVITY**

**UNIVERSITY OF NATIONAL AND WORLD ECONOMY**

- 2019 - Present Project 8-2019, Genesis and Contemporary European Discourse of Branding
- 2013 – 2016 Project № 1-6-2013, NEUROBIOLOGICAL ANALYSIS OF BRAND POWER (manager)
- 2010 – 2013 Project № 21.03 -6/2010, CONSUMER BEHAVIOR IN TIMES OF ECONOMIC CRISIS – CHANGES OF BUYING, SAVINGS, AND CREDITS (manager)
- 2009-2011 Project № 21.03-8/2009, LOCAL PRODUCTIONS SYSTEMS IN EU (COMPARATIVE ANALYSIS AND BENCHMARKING FOR BULGARIA) (manager)
- 2015 – Present Project № 1-17/2015, MARKETING IN NON-PROFIT ORGANIZATIONS – APPLICATION, TENDENCIES AND POSSIBILITIES FOR DEVELOPMENT (manager)
- 2015 – Present Project № HI 1-3/2015, „GREEN” CONSUMPTION IN BULGARIA – ATTITUDES, INTENTIONS, AND REAL BEHAVIOUR (member of the research team)
- 2013 – 2016 Project № 1-15/2013, DIVIDEND POLICY OF PUBLIC COMPANIES IN BULGARIA (member of the research team)
- 2015 – Present Project № 21.03-12/2005, Customer relationship management in Bulgarian companies – practice, problems, and perspectives (member of the research team)
- 2009 – 2012 Project № 21.03-6/2009, Non=professional investors – real and potential customers of collective investments schemes (member of the research team)
- 2009 – 2013 Project № 21.03-26/2009, THE IMPACT OF TV ADVERTISING ON ATTENTION, MEMORY, AND INFORMATION PROCESSING (member of the research team)

**EDITORIAL BOARDS  
MEMBERSHIP**

- 2013 – Present Invited Reviewer - Journal „Marketing Intelligence and Planning”, Emerald, indexed in SCOPUS, <https://mc.manuscriptcentral.com/mip>
- 2013 – Present Member of the Editorial Board of Journal „Management Studies”, David Publishing, indexed в EBSCO, Ulrich’s Periodicals Directory, ProQuest, Index Copernicus, Google Scholar и др. <http://www.davidpublisher.org/index.php/Home/Journal/detail?journalid=7&jx=MS&cont=editorial>
- 2012 – Present Member of the International Editorial Board of Journal “Newmedia21”, <http://www.newmedia21.eu/za-nas/>

**JURIES AND JUDICIAL  
COMMISSIONS**

- 2016 – Present CHAIRMAN OF THE JUDICIAL COMMISSION OF “PRODUCT OF THE YEAR”, [www.produktnagodinata.bg](http://www.produktnagodinata.bg)
- 2014 – Present MEMBER OF THE JURY OF „BULGARIAN ASSOCIATION OF ADVERTISERS (BAA)”, ANNUAL PRIZES FOR OUTSTANDING ACHIEVEMENTS IN THE SPHERE OF MARKETING COMMUNICATIONS - BAAwards’2014, BAAwards’2015 и BAAwards’2016. <http://www.baawards.com>
- 2016 – Present HONOURED MEMBER OF “QUALITY OF LIFE ASSOCIATION”, <http://www.qualityoflife.bg/about/target/>
- 2016 – Present BULGARIAN ACADEMIC COMMUNICATION ASSOCIATION (BACA)
- 2005 – Present BULGARIAN MARKETING ASSOCIATION (BMA)

**EDUCATION AND TRAINING**

- 2015 **GOOGLE ADWORDS TRAINING  
GOOGLE PARTNERS BULGARIA (  
UNIVERSITY OF NATIONAL AND WORLD ECONOMY**  
▪ GOOGLE ADWORDS FUNDAMENTALS - CERTIFIED  
▪ GOOGLE ADWORDS ADVANCED DISPLAY - CERTIFIED
- 2009 **ASSOCIATED PROFESSOR  
UNIVERSITY OF NATIONAL AND WORLD ECONOMY**  
▪ Scientific discipline 05.02.26 “Marketing”, diploma № 25800 from 10.08.2009
- 2006 **TRAINING SEMINAR  
UNIVERSITY OF NATIONAL AND WORLD ECONOMY**  
▪ Project evaluation in connection with the 6<sup>th</sup> and 7<sup>th</sup> EU Framework Programs (6<sup>th</sup> and 7<sup>th</sup> Framework Program of EU, Rural ETINET, Training Seminar, Sofia, Bulgaria)
- 2005 **PH.D. DEGREE  
UNIVERSITY OF NATIONAL AND WORLD ECONOMY**  
▪ Ph. D. Thesis “TV Audience Segmentation on the Basis of Viewing Habits”, diploma № 30082 from 27.12.2005; scientific discipline 05.02.26 “Marketing”

- 2003 **TRAINING ON EUROPEAN PROJECTS MANAGEMENT**  
**CA' FOSCARI UNIVERSITY OF VENICE, ITALY (<http://www.unive.it>)**  
 ▪ Training for work on European projects within the Leonardo da Vinci Program
- 1989 - 1994 **MASTER DEGREE**  
**UNIVERSITY OF NATIONAL AND WORLD ECONOMY**  
 ▪ Speciality "Planning and Prognosis of Economic Systems", specialization "Corporate Planning", diploma series A 93 №002705 from 1994
- 1991 - 1992 **SPECIALIZATION**  
**UNIVERSITY OF NATIONAL AND WORLD ECONOMY**  
 ▪ Speciality "Corporate Management", diploma № 685 from 1992
- 1984 - 1989 **HIGH SCHOOL**  
**ENGLISH LANGUAGE SCHOOL "BERTOLT BRECHT", PAZARDJIK, BULGARIA ,**  
**(<http://egbb.org>)**  
 ▪ English language, German language, Russian language, diploma series A 89 №017539 from 1989

**PERSONAL SKILLS**

Mother tongue Bulgarian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C2	C1
Russian	C2	C1	C2	C2	C2
German	A1	A1	A1	A1	A1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
 Common European Framework of Reference for Languages

Communication skills ▪ good communication skills gained through my experience as lecturer and project manager

Organisational / managerial skills ▪ leadership (currently responsible for a team of 30 people)

Job-related skills ▪ good command of market analysis processes (currently responsible for analysis of market data)

Computer skills ▪ excellent command of Microsoft Office™ tools  
 ▪ very good command of SPSS  
 ▪ good command of Corel Draw and Corel Photo Paint  
 ▪ very good command of Clustan Graphics

Other skills ▪ good performance in a multicultural environment  
 ▪ management of business research projects

Driving licence ▪ B

**ADDITIONAL INFORMATION**

Publications Over 40 scientific publications

**ANNEXES**

- copy of diploma № 25800 from 10.08.2009 (Associate Professor)
- copy of diploma № 30082 from 27.12.2005 (Ph.D. degree)
- copy of diploma series A 93 №002705 from 1994 (MSc)
- copy of diploma № 685 from 1992 (University specialization)
- copy of diploma series A 89 №017539 from 1989 (High school)
- list of publications (can be provided upon request)