

Curriculum Vitae

Vladimir Zhechev



Personal information

First name(s) / Surname(s) Zhechev, Vladimir Sashov
 Address(es) 31 Bitolya str., Varna, Bulgaria
 E-mail vladimir.zhechev@ue-varna.bg
 Nationality Bulgarian
 Date of birth 02.01.1986

Work experience

Dates	12/2014 - 09/2019; 09/2019-present moment
Occupation or position held	Head of Executive analyses and Rankings Dept/Erasmus+ institutional coordinator
Main activities	Managing the presence of UE-Varna in national and international ranking systems / provision of educational market analyses for the purposes of senior decision making; Managing the developing the scope of the Erasmus+ program at UE-V.
Name and address of employer	University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000
Type of business or sector	Higher Education
Dates	07/2014 – 10/2016
Occupation or position held	Deputy course leader (Joint Msc International Business and Management)
Main activities	Supervision, support and management of the programme. Reporting to UE-Varna and Nottingham Business School senior staff for the progression and development.
Name and address of employer	University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000
Type of business or sector	Higher Education
Dates	07/2012 - present moment
Occupation or position held	Head of the Marketing Department (2020)/Assoc. Prof.,PhD(2019)/Assist. Prof.(2012)
Main subjects taught	Brand management, Marketing, Relationship marketing
Name and address of employer	University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000
Type of business or sector	Higher Education
Dates	06/2015 -
Occupation or position held	Freelance marketing consultant
Main activities	Brand positioning and brand building. Reporting to executives and provision of guidelines for decision making.
Name and address of employer	Fantastic Services Australia, Representative office: Varna, Bulgaria
Type of business or sector	Household services
Dates	09/2011 – 06/2012
Occupation or position held	Assistant Professor / Marketing research expert
Main subjects taught	Marketing, Intellectual property, Branding, International Marketing
Name and address of employer	Varna University of Management, Bulgaria, 3, Bulgaria blvd, Dobrich, Bulgaria
Type of business or sector	Higher Education
Dates	02/2009 – 07/2009
Occupation or position held	Marketing Consultant
Main activities and responsibilities	Marketing research project, preparation of a business project for optimization of the marketing function within the company
Name and address of employer	General Motors Southeast Europe, Bulgaria, Sofia, Interpreted Business Centre
Type of business or sector	Automotive
Dates	05/2007 – 09/2007
Occupation or position held	Front Office Associate
Main activities	Accommodation catering activities, administrative activities.
Name and address of employer	Rui Helios Bay 4+*,Bulgaria
Type of business or sector	Tourism, hospitality industry

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Dates	05/ 2006 – 09/ 2006
Occupation or position held	Retail management intern
Main activities and responsibilities	Guest relations
Name and address of employer	Elysium Beach Resort, Queen Verenikis street, 8107 Paphos Cyprus
Type of business or sector	Hospitality

Education and training

Dates	05/2013 – 04/2015
Title of qualification awarded	Ph.D. in Marketing
Occupational skills covered	Marketing, Branding, CRM
Name of awarding institution	University of Economics – Varna, Bulgaria
Dates	10/2009 – 09/2010
Title of qualification awarded	Master of Business Administration
Principal subjects/occupational skills covered	Strategic management, Corporate Finance, Marketing, Accounting for Decision makers, International Human Resources Management, Research Methods
Name of awarding institution	University of Wales, UK
Dates	09/2005 – 09/2009
Title of qualification awarded	Bachelor of International Business and Management
Principal subjects/occupational skills covered	Major: Marketing
Name of awarding institution	Arnhem Business School (ABS) – The Netherlands
Dates	09/2000 – 05/2005
Title of qualification awarded	Secondary education degree in foreign languages (English and Russian)
Principal subjects/occupational skills covered	Intensive courses in English and Russian languages; extracurricular courses in European integration
Name of awarding institution	English Language High school “N.Y.Vaptsarov”, Shumen, Bulgaria

Language(s)

Languages	Comprehension	Speaking	Writing
English	Excellent (C2)	Fluent (C2)	Excellent (C2)
Russian	Excellent (C2)	Fluent (C2)	Excellent (C1)

Social skills and competences

Ability to work in multi-cultural setting, self-motivation, persistence, proactive and forward-thinking, negotiation skills.

Organizational skills and competences

Teamwork, leadership, organizing skills

Academic Interests & International specializations

Brand Management, International Marketing, and E-Marketing.

2019 - Ukraine - Kyiv National University of Trade and Economics - visiting professor
2019 - Russia - Plekhanov Russian University of Economics - visiting professor/delegate
2018 - Ukraine - Odessa National Economics University - visiting professor
2018 - Russia - Plekhanov Russian University of Economics - visiting professor
2018 - Czech Republic - University of Economics, Prague - conference speaker
2018 - Thailand – Ramkhamhaeng University – visiting professor
2018 - UK – Nottingham Business School, Global Responsibility Week – visiting prof.
2017 - Germany - Worms University of Applied Sciences – visiting professor
2017 - Portugal - ISAG – European Business School – visiting professor
2017 - UK – Nottingham Business School, Global Responsibility Week – visiting prof.
2016 - India – VIRA International Foundation – Guest of Honor – Award Winner – Contributions in the field of Marketing
2016 - Thailand – Ramkhamhaeng University – visiting professor
2016 - Bosnia and Herzegovina - International University of Sarajevo - conference speaker
2016 - UK – Nottingham Business School – Joint Degree – collaboration meeting delegate
2015/2016 - Belgium – European Commission – HEInnovate university delegate
2015 - Germany - Worms University of Applied Sciences – visiting professor / delegate for finalizing negotiations for a double degree program
2013 - Germany – Worms University of Applied Sciences – delegate for a prospective double degree program / visiting professor
2013 - Germany – Diploma University of Applied Sciences – visiting professor
2012 - The Netherlands – IBM Alumni Panel – guest speaker
2012 - Spain – University of Granada – visiting professor
2012 - Ukraine – State Technological University of Cherkassy – visiting professor
2011 - France – The European Parliament – supervisor of youth group
2011 - Romania/Bulgaria- Development of the Dobrudzha region – research expert

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Participation in international projects

1. **Project:** HEInnovate
Period: 2015 -
Position held: University of Economics-Varna project coordinator / elected delegate
2. **Project:** Preparation of validation documents for a Joint Master Degree programme with Nottingham Trent University, UK
Period: 11/2014 - 09/2015
Position held: coordinator
3. **Project:** „Support to the development of Ph.D. students, post-doctoral students, post-graduate students and young scientists.
Period: 09/2013 - 2015
Position held: project coordinator.
4. **Project:** „Student internships”.
Period: 09/2013 – 12/2014
Position held: academic supervisor.
5. **Project:** “Trans-Tour-Net: Design and marketing of pilot cross-border tourist products in the region of Dobrudzha” **Period:** 2010-2012
Position held: lecturer.
6. **Project:** “Black Sea Cultural Animation Program. Pilot model for mobilizing the common cultural characteristics for creative destination management in the Black Sea Basin”.
Period: 2011-2013
Position held: lecturer.
7. **Project:** “INNO-JOBS: Creation of employment opportunities in the cross-border region by identification of innovative jobs and delivery of specialized training”.
Period: 2011-2012
Position held: research expert.

Other academic achievements

1. Editorial board member - Economic Studies (SCOPUS Journal), issued by the Bulgarian Academy of Sciences.
2. Editorial board member - The International Journal of Professional Management, UK (issued by the International Professional Managers' Association)
Website: <http://ipmajournal.com/editor/Editor-VladimirZhechev.php>
3. Young Scientist Award 2016 - Municipality of Varna, Bulgaria
Website: <http://nts.varna-bg.org/bg/52795>
4. Young Scientist Award Winner 2016 - VIRA Foundation
Website: <http://www.viraw.info/ra16/winners/vladimirzhechev.html>
5. Invited reviewer for the Journal of Hospitality Marketing and Management (SCOPUS, WoS)
Website: <https://www.scimagojr.com/journalsearch.php?q=19700183600&tip=sid>
6. Invited reviewer for the European Journal of Tourism Research (SCOPUS)
Website: <https://www.scimagojr.com/journalsearch.php?q=20500195207&tip=sid&clean=0>
7. Invited reviewer for Journal of Nursing Management (SCOPUS, WoS)
Website: <https://onlinelibrary.wiley.com/journal/13652834>
8. Young Scientists Award 2019 - Municipality of Varna, Bulgaria
Website: <http://su-varna.org/>

Google Scholar page: http://scholar.google.bg/citations?user=jbSA_g0AAAAJ&hl=bg.

LinkedIn profile page: <https://www.linkedin.com/in/vladimir-zhechev-7671865a/>