

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 -

Occupation or position held Head of Executive analyses and Rankings Department
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.

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 - 10/2015 - 04/2019 - present moment

Occupation or position held Assistant Professor / Senior Assistant Professor / Associate Professor
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, Interpret 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 specialization

Brand Management, International Marketing, and E-Marketing.

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 Vechnological University of Öherkassy . visiting professor
2011 - Ørance . Vhe European Parliament . supervisor of youth group
2011 - Romania/Bulgaria- Övelopment of the Öoàrudzha region . research eöpert

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Participation in international projects

- Project:** HEInnovate
Period: 2015 -
Position held: University of Economics-Varna project coordinator / elected delegate
- Project:** Preparation of validation documents for a Joint Master Degree programme with Nottingham Trent University, UK
Period: 11/2014 - 09/2015
Position held: coordinator
- 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.
- Project:** „Student internships”.
Period: 09/2013 – 12/2014
Position held: academic supervisor.
- Project:** “Trans-Tour-Net: Design and marketing of pilot cross-border tourist products in the region of Dobrudzha” **Period:** 2010-2012
Position held: lecturer.
- 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.
- 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

- 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>
 - Young Scientist Award 2016 - Municipality of Varna, Bulgaria
Website: <http://nts.varna-bg.org/bg/52795>
 - Young Scientist Award Winner 2016 - VIRA Foundation
Website: <http://www.viraw.info/ra16/winners/vladimirzhechev.html>
 - Invited reviewer for the Journal of Hospitality Marketing and Management
Website: <https://www.scimagojr.com/journalsearch.php?q=19700183600&tip=sid>
 - Invited reviewer for the European Journal of Tourism Research
Website: <https://www.scimagojr.com/journalsearch.php?q=20500195207&tip=sid&clean=0>
 - Young Scientists Award 2018 - 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/>