

Curriculum Vitae



Georgi Tonchev

Business Development Director, eLando AD & Managing Director, Elando Solutions UK

With eLando AD since 2021

Embarking on a journey with eLando AD in 2021, Georgi's resolve was clear: to be a catalyst for bridging Bulgaria's software development capabilities with the dynamic UK market. Drawing from a rich 20-year experience and relationships cultivated in the UK, he envisions a future where the tech landscapes of Bulgaria and the UK move in symphony, achieving collective milestones.

Works Across

With extensive experience in the spheres of Retail, Financial Services, Consulting, Digital Transformation and Technology, Georgi has focused on managing cross-cultural projects that resonate with innovation, collaboration, and adaptability. He approaches challenges with a global perspective, ensuring that solutions are not just business effective but also culturally attuned.

Business Roles

Adept at navigating the complex terrains of strategic development and execution, His proficiency is particularly evident in his consultative approach to business. Throughout his career, he has mastered the art of developing trusted relationships with senior stakeholders, crafting end-to-end consulting assignments, and leading teams to bring visions to life. His ability to transform intricate challenges into tangible, pioneering solutions has not only brought innovation to the forefront but has also consistently generated substantial revenue for businesses under his stewardship.

Few examples of these are his role in helping Hydrogen Group Plc to expand globally into the Far East and the US, leading series of successful acquisitions for EXL Service Plc in the UK & US, leading the market segment diversification for Towergate Insurance and pioneering the online strategy for The White Company in the Middle East.

Focusing On

Innovation and growth have been the consistent threads weaving through Georgi's career. He has leveraged cutting-edge methodologies such as design thinking and lean startup approaches to address customer-centric challenges. His contributions span from identifying lucrative market segments for expansion, establishing strategic partnerships, to innovating product development.

His insights into market trends, coupled with a robust understanding of financial services and insurtech arenas, have time and again unlocked significant avenues for organisational growth.

Education & Continuous Learning

An alumnus of Birkbeck University of London, Georgi holds a BA in Accounting & Management. This foundational knowledge was further enhanced as he journeyed to become a CIMA Qualified Accountant. Beyond formal education, his commitment to continuous learning shines, as he delves into realms like Design Thinking and Entrepreneurship through MOOCs.

Vision for the Future

Georgi envisions a vibrant collaborative tech ecosystem between Bulgaria and the UK, where innovation isn't just welcomed but is the norm. He sees eLando AD as a pivotal player in this tapestry, leveraging Bulgarian expertise to answer UK's tech demands. Furthermore, he aspires to instil a culture of continuous learning, ensuring that the bridge he's building today can support the innovations of tomorrow.