

Lora Dicheva

Marketing strategist with extensive experience in finance, media and management.

Leading and executing business strategies for some of the biggest brands in Bulgaria and CEE.

Solid track record accrued from 20 years experience including international companies.

Executive MBA from University of Sheffield (UK), Masters and Bachelor from the University of Nice (FR).

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Dec 16th, 1982 

Work Experience

Chief Marketing Officer

EasyPay and ePay.bg

Feb 2020 - Present, Sofia, Bulgaria

- Lead the marketing and business development department of the biggest payment system in Bulgaria with over 3 M clients.
- Responsible for the planning and execution of all marketing activities and strategies
- Design solutions and plans to increase market share
- Originates and implement new B2C and B2B services/products
- Runs a team of brand, PR, creative and digital managers. Direct report to the CEO

Head of Corporate Communications

Fund of Funds

Aug 2018 - Feb 2020, Sofia, Bulgaria

- Manage the Corporate unit of The Fund of Funds - responsible for the investment of EUR 600 M from the European Investment Funds in the Bulgarian SMEs and start-ups
- Participate in the foundation and communication of 11 debt and equity investment funds
- Responsible for the communication and relations with EU Commission and Bulgarian Ministries, Government and Authorities
- Represent Bulgaria at EU Commission conferences for communication and corporate governance

Maternity leave

Head of Marketing

bTV Media Group, Time Warner

Nov 2015 - Nov 2017, Sofia, Bulgaria

- Lead team of 50 professionals, strategic goals, budgets and P&L
- Responsible for the marketing of 6 TV channels, 6 radio stations and 10 websites
- Together with the Sales Team develop and implement trade marketing strategies to increase market share
- Manage the marketing strategy and plan of the leading media group in CEE
- Lead all part of the marketing mix, including media campaigns, CSR, digital, events, partnerships
- Part of the Management Team. Direct report to the CEO

Senior Manager Brands

bTV Media Group, Time Warner

Sept 2013 - Nov 2015, Sofia, Bulgaria

- Responsible for the B2B communication and all marketing of sales activities
- Negotiate and approve all strategic partnerships of the company
- Provide strategic vision and implementation plan for bTV Media Group channels and digital products
- Work with stakeholders at all levels - local management and authorities, international management, agencies and subcontractors

Director Marketing

MediaPro, Time Warner

Dec 2010 - Sept 2013, Sofia, Bulgaria

- Launch and establish the biggest CEE content production company on the Bulgarian market
- Manage coordination and execution of international projects with cooperation other CEE territories: Romania, Czech Republic, Croatia, Slovenia and Slovakia
- Manage marketing department team of researchers, communication and event managers

Director Marketing

PRO BG Media, Time Warner

Dec 2009 - Dec 2010, Sofia, Bulgaria

- Responsible for the planning, implementation and control of all marketing strategies, projects and activities for the TV channels, websites and radio stations, internal and external productions and international projects
- Manage annual marketing budget of 8 M USD
- Lead a team of 60 professionals - brand managers, researchers, business development, creative team

Account Director

Lowe Swing Communications

May 2008 - Dec 2009, Sofia, Bulgaria

- Plan, implement, coordinate and control strategies and marketing campaigns for Stella Artois, Beck's, Staropramen, Uniliver, etc.
- Develop, present and execute annual marketing strategies

Account Executive

HAVAS World Wide

Oct 2006 - April 2008, Sofia, Bulgaria

- Develop and execute marketing plans and campaigns for companies such as Coca Cola, Danone, Societe Generale, Carrefour, French Embassy, VW, Audi, Microsoft, etc.
- Supervise creative processes, organise events, press conferences, seminars

Additional information

Skills: Project Management; Strategic thinking; Goal oriented; Excellent Communicator.

Languages: English, French, Bulgarian

Education

Executive MBA in Management, University of Sheffield, UK

2012-2015

Master and Bachelor in Communications and Informations, University of Cote d'Azur, France

2002-2006