

Dear Members of the BBCC Board,

I am writing to express my interest in joining the Board of Directors of the British Bulgarian Chamber of Commerce.

My name is **Lora Dicheva**, and **I represent EasyPay and ePay.bg as Chief Marketing Officer**. Both companies have been BBCC members since 2022, and I greatly value the Chamber's role in strengthening business relations between Bulgaria and the United Kingdom. I have also seen first-hand the value it creates through networking, knowledge-sharing, and meaningful connections among its members.

I bring 20 years of professional experience in marketing, communications, and the financial sector. Before joining EasyPay and ePay.bg, I served as Marketing Director of bTV Media Group and Head of Corporate Communications at the Fund of Funds in Bulgaria. These roles have given me extensive experience in strategic communications, brand development, stakeholder engagement, and building trust across both the private and public sectors.

My motivation to join the Board is centred on two areas in which I believe I can make a meaningful contribution.

First, I would like to support the continued development of the Chamber's committee structure. The existing BBCC committees provide valuable opportunities for members to collaborate, exchange expertise, and address shared business priorities. I believe there is a strong opportunity **to establish a Marketing and Communications Committee**. Such a committee could help members strengthen their marketing and communications activities while providing a platform for sharing ideas, best practices, professional experience, and industry insights. Drawing on my background, I would be committed to helping establish and actively develop this initiative.

Second, I would like to support the Chamber's efforts to position Bulgaria as an attractive, capable, and forward-looking destination for international investors. The BBCC is particularly well placed to help shape this perception by showcasing Bulgaria's achievements, talent, entrepreneurial spirit, and investment potential.

As a Board member, I would bring energy, practical experience, and a collaborative approach. I would be honoured to contribute to the BBCC's continued growth, create additional value for its members, and advance its mission of strengthening British-Bulgarian business relations.

Thank you for considering my application. I would welcome the opportunity to discuss how my experience and ideas could support the work of the Board.

Yours sincerely,

Lora Dicheva
Chief Marketing Officer
EasyPay and ePay.bg