

## CURRICULUM VITAE

1. **Family name:** Vugrinović
2. **First names:** Andrea
3. **Education:**

Institution (Date from – Date to)	Degree(s) or Diploma(s) obtained:
Faculty of Economics, University of Rijeka, Croatia; (since 2010)	PhD student, Economics
University of Calgary, Canada; (1999 - 2003)	BA, International Relations
Forum for International Trade Trainers (FITT), Mount Royal College, Canada; (1998 - 1999)	Diploma, International Trade - Certified International Trade Professional (CITP)

**6. Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
English	1	1	1
German	1	1	1
Croatian – mother tongue (Serbian, Montenegrin, Bosnian)	1	1	1
Slovene	3	4	4

**7. Membership of professional bodies:** Calgary Export-Import Association, Forum for International Trade Training

**8. Other skills:** MEI Regional Trainer, EC Project Cycle Management, IT skills (Windows/MAC OS and MS Office - Word, Excel, Power Point, Access, Publisher, Project)

**9. Key qualifications:**

Ms Andrea Vugrinovic is a skilled consultant with experience in training (primarily on EU issues and EU funding), local economic development, project development and implementation, strategic planning, and marketing. Her career includes 6 years as a senior official for two county administrations in Croatia (Varazdin and Medjmurje) directly responsible for promoting regional and local economic development. She has a deep understanding of the issues that drive national and regional competitiveness, and an extensive knowledge of the politics and institutional capacities of county level administrations in the region, as well as of issues related to EU accession. She has worked extensively with Employment Services, Chambers of Economy and local entrepreneurs, as well as with a number of ministries and other institutions at the national level.

In addition to her own work at Varazdin county development agency and Medjmurje county Ms Vugrinovic led the establishing of the Croatian Regions Office in Brussels to ensure representation of 16 cities and counties in EU institutions, and their participation in training for Croatian EU accession.

Ms. Vugrinovic is a member of “Nova Struktura”, a not-for-profit association of experts involved in regional and local economic development capacity building. The members of the association are professionals from across Europe who help public administrations and civil sector increase their development capacity by providing training.

She has private sector experience with a major corporate in Canada, working on business development and marketing strategies, and consulting experience on donor funded projects in Croatia, Bosnia and Serbia where she has provided training and advice to local authorities and stakeholders.

**10. Specific experience in the region:**

Country	Date from – Date to
Croatia	2003 -2010
Bosnia and Herzegovina	2005 - 2010
Serbia	2008 - 2010

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### 11. Professional experience:

Date from - Date to	Location	Company	Position	Description
since 12/2009	Croatia	<b>GVG Germany/ Croatian Employment Service</b>  contact: Dr. Heidelore Rathgen, Key expert, GVG office Varazdin	Short Term Local Expert for Employment Partnerships	Short term expert on project “Local partnerships for employment, phase III”, working with Croatian Employment Service in 7 counties, responsible for: <ul style="list-style-type: none"> <li>• Assessment and refining of the concept for LPE in the Croatian regional employment policies, strategies and actions on the labour market incl. analysis of the LPE concept, elaboration of an Option paper for sustainable functioning of LPEs, elaboration of LPE implementation mechanism, and assistance to existing LPEs for HRD revision and updating of action plans;</li> <li>• Fostering HRD at regional level using partnership approach and promotion of ESF standards incl. establishing LPEs in the North Croatian counties, capacity building training on partnership and facilitation, development of HRD strategies and action plans, development of project portfolios (pipelines), development of a monitoring and evaluation system for HRD strategies, and training the trainers.</li> </ul>
since 06/2009	Bosnia Herzegovina	<b>German Technical Assistance GTZ/ Ministry for Economic Relations, RS BiH</b>  contact: Christian Kaufhold, director, GTZ BL	Short Term Expert for Local Economic Development	Short term expert working with the Ministry for Economic Relations of RS and a number of municipalities on a GTZ funded project to support investment promotion in Bosnia Herzegovina. The project included: <ul style="list-style-type: none"> <li>• Advice on development, implementation, monitoring and evaluation of local economic development strategies (Kotor Varoš, Gradiška, Novi Grad, Banja Luka, Laktaši)</li> <li>• Advice on best practices in establishing agency/department for FDI, its role and functions;</li> <li>• Advice on developing an action plan and marketing strategies related to FDI strategy for RS;</li> <li>• Training on product development, marketing, regulatory issues, targeting and investor contact, negotiations, investment process, follow-up and after care, etc;</li> <li>• Coaching of local development agencies/municipality economic development departments on management issues particularly related to EU funding and project development.</li> </ul>
04/2010 – 10/2010	Croatia	<b>HCL Consultants/ LDK / WYG</b>  contact: Charalampos Panorios, TL	Short Term Expert TA	Short term expert working with the Ministry for Regional Development and local applicants, providing technical assistance in preparation of project applications for “IPA IIIC: Support to the effective implementation of the Business Related Infrastructure grant scheme under Regional Competitiveness Operational Programme”. Responsible for <ul style="list-style-type: none"> <li>• general PCM training for project applicants</li> <li>• support to 4 local projects (3 tourism-related infrastructure, 1 business zone infrastructure)</li> </ul>
09/2009 – 03/2010	Bukarest, Vaslui, Tirgu Mures, Romania	<b>OECD LEED</b>  contact: Andrea- Rosalinde Hofer, policy analyst OECD LEED Trento	Member of Review Panel on ESF partnerships and employment pacts	Local Development Governance project: Making Local Employment Strategies Work. The project included: <ul style="list-style-type: none"> <li>• Examination of current levels of integration between the strategies and programming for regional development and strategies and programming for employment development;</li> <li>• Identification and examination of barriers to integration of strategies and programmes;</li> <li>• Identification and examination of local good practice;</li> <li>• Development of a set of recommendations to increase integration and strategy effectiveness;</li> <li>• Comparison of Romanian and Croatian employment development context.</li> </ul>

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Date from - Date to	Location	Company	Position	Description
09/2008 – 09/2009	Cakovec, Croatia	<b>Medjimurje County</b>  contact: Barbara Marciuš- Plaftak, Econ department deputy head Medjimurje County	Head of Economic Development Department	Head of the Economic Development Department with responsibility for all economic development issues and projects in the fields of industry, SMEs, tourism, energy, traffic and agriculture for the County (regional public authority). Work included: <ul style="list-style-type: none"> <li>• Liaison with other development institutions of the County (development agencies, energy agency, cities and municipalities etc.) as well as with all other counties in Croatia on issues related to regional and sustainable development;</li> <li>• Vice President of Regional Council for Labour Market Development, organized by Croatian Employment Services, responsible for strategic planning and project development for the Council</li> <li>• Member of Economic and Social Council of the County, promoting dialogue between employers, trade unions, and public administration</li> <li>• Development and implementation of strategic plans for sectors which were under the responsibility of the department;</li> <li>• Development of projects seeking funding from the EU programs;</li> <li>• Coordination of investment promotion team for Business zone – 70ha of industrial land owned by the County. Tasks include preparing documentation on regulations, designs, infrastructure plans, marketing materials, organizing presentations, targeting and contact with potential investors, in close cooperation with regional development agency, REDEA, as well as training of local authorities and stakeholders on issues related to FDI and investment promotion.</li> </ul>
05/2007 – 04/2008	Croatia	<b>MELE / USAID</b>  contact: Spomenka Rakušić, project manager, MELE	Expert for Marketing Standard	Short term expert on the USAID funded project “Investment Certification Program for the Regions” (ICPR phase II for Ministry of Economy) working as a trainer and advisor on the Marketing Standard. Worked primarily with the “Green Croatia” Region. Activities involved: <ul style="list-style-type: none"> <li>• Advice and training on marketing strategy, product development and presentations to potential investors;</li> <li>• Advise on marketing materials (brochures, maps, web pages etc.) for investor attraction;</li> <li>• Support in fulfilling requirements of the ICPR certification process related to marketing standard, particularly organization of investor visit in the certification process.</li> </ul>
08/2005 – 10/2008	Varazdin, Croatia	<b>AZRA,</b> Varazdin County Development Agency  contact: Josip Borak, director, Azra	Director	Director of AZRA, the Varazdin County Development Agency. Led team of 40, in 3 units at 4 locations. Responsible for: <ul style="list-style-type: none"> <li>• Development of the Regional Operational Programme of Varazdin County, included analysis of economic and social development, establishing County Advisory Council and coordination of meetings, proposing vision, priorities and activities</li> <li>• Development and management of EU funded projects for programs related to vocational education, business support institutions, cross-border business networking, business related infrastructure, SME financing and guarantee fund etc.</li> <li>• Establishing the Croatian Regions Office in Brussels to ensure representation of 16 cities and counties in EU institutions;</li> <li>• Establishing Croatian Development Initiative – association of 25 regional development institutions such as RDAs, local entrepreneur centres, consultants and institutes to coordinate and represent stakeholders of regional development in Croatia;</li> <li>• Establishing Business Zone Cluster, for 11 firms involved in designing, establishing, marketing and running zones;</li> <li>• Leading the county’s participation in 1<sup>st</sup> round of ICPR programme which resulted in successful certification. Actively participated in all aspects of the programme (information, property and marketing standards), personally driving forward collection of information, development of documents, materials etc as well as establishment of required structures;</li> <li>• Key involvement in collecting required data for Varazdin’s participation in the IFC’s report “Doing Business in South East Europe 2008” which took a sub-national approach and involved 22 cities in the region, including Varazdin.</li> </ul>

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Date from - Date to	Location	Company	Position	Description
12/2004 – 07/2005	Varazdin, Croatia	<b>Development Agency North</b>  contact: Miljenko Ernoić, director, DAN	Expert Advisor for EU Programs	Expert Advisor for EU programs with “Development Agency North”, implementing programs for five cities, which included: <ul style="list-style-type: none"> <li>• Development of proposals for EU funded projects and grants (topics included technology park establishment, investment in regional business incubators, establishing local applied sciences college, SME cross-border business networking etc.);</li> <li>• Organisation of seminars/workshops on EU funding and programs;</li> <li>• Client advisory services – marketing, business planning and development, project and investment financing, developing export markets, applying for grants – for local SMEs;</li> <li>• Promotion of Varazdin Free Zone and Bio-Technology Park, including coordination of potential investors meetings with public administration and land owners, preparing information for investors on legal regulations for investments, client contact and follow up, participating in investment/real estate trade shows promoting the projects.</li> </ul>
09/2003 – 11/2004	Varazdin, Croatia	<b>Varazdin County</b>  contact: Silvija Ladić, regional cooperation manager, EU integrations department	External Advisor, EU Projects	External Advisor on EU projects for Varazdin County. Work included: <ul style="list-style-type: none"> <li>• Proposal development for Varazdin “European Integration Council”;</li> <li>• Promotion of project ideas and organizing partnerships for project stakeholders (NGOs, public administration etc);</li> <li>• Research related to identified topics (projects related to cultural heritage preservation, public television service, vocational education, domestic violence, sustainable development, and environment protection);</li> <li>• Development of proposal documentation according to EC procedures, including logical framework, application and budget;</li> <li>• Coordination of local and regional stakeholders participating in project activities.</li> </ul>
1999 – 2003	Calgary, Canada	<b>KPMG Corporate Finance Inc.</b>  contact: Stu Duncan, VP, KPMG FAS Calgary/ Winnipeg	Business Development Assistant	Business Development Assistant for KPMG in Canada. Work included: <ul style="list-style-type: none"> <li>• Implementation of business development and marketing strategies generating new business for corporate finance unit (research on potential clients/targets, contacting targets, development of marketing materials and presentations);</li> <li>• Development of sector and product brochures and marketing materials (oil and gas, energy services, travel and hospitality industry; and specific corporate finance solutions such as real estate investment trust etc.);</li> <li>• Industry and competitor research for mergers/acquisitions client files (high technology, oil and gas, energy services, airlines, travel and hospitality etc.) and for clients looking for investment finance;</li> <li>• Risk management and prospect qualifying for clients and potential clients (researching information sources on financial and business viability of clients), research for feasibility studies, investment studies and business plans;</li> <li>• Development of documents aimed at securing financing for client projects - preparing investment teasers, invitations to bid, tender documentation, investment memoranda – targeted at venture capital funds, mezzanine funds, investment banks, export credit banks and other sources of finance.</li> <li>• Editor of bi-weekly corporate finance newsletter aimed at energy services sector clients.</li> </ul>
1998 – 1999	Calgary, Canada	<b>Gulf Canada Resources Ltd.</b>	Financial Assistant	Financial reporting for a large oil and gas company, producing drilling and production reports, production budgeting. Also responsible for Oracle KMS budget database control.