



**Professor Veselin Blagoev** (Varna University of Management, Bulgaria, Vice-rector for Academic Affairs) is one of the leading Bulgarian and European scientists in the field of marketing, management, marketing communications, advertising and leadership.

V. Blagoev has considerable experience in the field of administrative and public management. He has worked in the state apparatus and in business, including as a Chief Secretary of the Council of Ministers of Bulgaria (1994), Head of the Privatization Agency of Bulgaria (1995-97), Chief Executive Officer of "Credit Bank" (1997-98), Chief Editor of Bloomberg BusinessWeek Bulgaria (2004-06), Marketing Director of Electroimpex AD (1985-90).

Professor V. Blagoev is invited to give lectures and conduct practical seminars in foreign universities. He has delivered lectures in the USA, England, China, India, Korea, Japan, Holland, France, Poland, Russia, Kazakhstan, Uzbekistan, Kyrgyzstan, Belarus, Ukraine, and Georgia. From 2016 to 2019 he was a guest professor with a course of lectures on Leadership at the Russian Presidential Academy of National Economy and Public Administration in Moscow. Since 2004, Prof. V. Blagoev has been the President of the Bulgarian Association of Marketers and a member of the Management Board of the Bulgarian Trade and Industry Association.