

DIANA PAZAITOVA



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Areas of Specialisation: public affairs, advocacy, government relations; external risk assessment and management; strategy consultancy; public relations and communication; public education; media behavior and public relations training; particularised knowledge of public affairs on energy and economic issues; government communication strategies; particularised knowledge of the Bulgarian PA and PR market and resources

Summary:

Diana Pazaitova has been Managing Partner of Fama Consulting since its incorporation in 2009 offering services in the field of public affairs, parliamentary advocacy and government relations. Fama Consulting is affiliate for Bulgaria for FTI Consulting, an independent global business advisory firm. Diana avails of long-standing local expertise and international client experience, and is expert in gathering and interpreting political and business information. Diana provides unbiased interpretation and analysis of public policy and regulatory developments, and assesses how these might affect operational or investment plans. Areas of service currently cover energy generation - conventional and alternative sources, pharma, utility sector, financial services, bottled water and soft drinks industry, food vouchers, tobacco industry, etc. Diana maintains a well-established network of politicians, policy makers, public servants, and business, media and NGO community representatives. She holds a Master's degree in English language from Sofia University, in addition to specialised training in public affairs, public relations and government communication strategies (in Bulgaria and the US). In 2017 she finished the PricewaterhouseCoopers mini MBA programme.

Diana used to sit on the Board of Directors of AmCham where she was also co-chair of the AmCham Public Affairs Committee. In this capacity she focused her activities in assisting the resolution of policy issues with practical relevance to the membership. The list includes developing opinions and position papers as well as actively advocating on behalf of the organisation in front of public institutions (parliament, government officials) and forums for measures and legislative acts in areas such as water sector, food and beverage industry, energy generation and regulation, excise policy on tobacco products, etc. Being a tool to assist

the work of the other committees, the Public Affairs committee was consistently promoting the principles of transparency, predictability and sustainability in policy-making and legislative processes.

The company also provides continued support to the scholarship programmes initiated by the Chamber and its partners.

Furthermore, Diana has been a member of the Trade and Legal and Tax committees of the BBBA for several years now.

From 2005 to 2008 Diana was Managing Director of Candole Partners Bulgaria which was a part of Candole Partners Ltd. – a leading independent public affairs and strategy consultancy firm with offices across Central and Southeast Europe. Campaigns for clients included parliamentary lobbying, political analyses and advice, concession negotiations, market entry analyses, etc., primarily in the fields of heavy industry, mining, energy and utility service sector. She worked from 1998 to 2005 as Programme Manager in Public Education and Public Relations for USAID's Enterprise Growth and Investment Project, administered by US-based Management Systems International. Following that, she provided PR consulting services for the USAID's Financial Sector Integrity Project. During her tenure under these projects she worked in close cooperation with government ministries and other central and regional government agencies and institutions (with several governments), major financial institutions, private companies and NGO's, industry associations, sociological agencies and opinion-forming think tanks. Her experience covers research, analysis and advocacy in fields such as utilities (energy, water supply and sewage), mining industry, public policy and regulatory reforms, environmental policy, capital markets, competitiveness, foreign investment and parliamentary information centre establishment.

Prior to the above positions, she worked for several assistance donors as a programme specialist on public information campaigns and international assistance events. Diana sat on the board of the Bulgarian PR Society. Currently, she is a founding member and member of the Managing Board of the Bulgarian Association of Public Affairs Specialists. She is also a member of the Public Affairs Community of Europe (PACE). Diana is a senior lecturer at the Technical University of Sofia where she has published a textbook, among other activities.

Education: PwC Mini MBA Programme
Sofia University, Master's in English
Leeds University, specialised course in translation and interpretation,
Nottingham University, specialisation course diploma—methodology
for linguistic training of university students
IMED Program/USAID (Washington DC, Philadelphia, Melbourne, Florida),
specialisation course diploma—advertising, publishing, printing
World Learning/USAID (Washington DC and Tucson, AZ), certificate
course on PR and government communications management
In-house training on advocacy and strategy consultancy

Professional Experience:

Managing Partner, Fama Consulting OOD	2009 – Present Sofia, Bulgaria
Managing Director, Candole Partners EOOD	2005 – 2008 Sofia, Bulgaria

Chairperson, Citizen Initiative for Professional and Social Support Association	2002 –2008 Sofia, Bulgaria
PR Consultant, USAID Financial Sector Integrity Project	06/2005 – 11/2005 Sofia, Bulgaria
Programme Manager, Communications, Public Relations and Public Education USAID Economic Growth and Investment Project	1998 – 05/2005 Sofia, Bulgaria
Programme Specialist, Multiple Donor Projects	1995 - 1998 Sofia, Bulgaria
Senior Lecturer in English, Technical University, Bulgaria	12/1990 - Present Sofia, Bulgaria

Professional and Business Organisations commitments:

Founding member and member of the Managing Board - Bulgarian Association of Public Affairs Specialists (**BAPAS**);
 Member of the British Bulgarian Business Association (**BBBA**); Member of the Trade Committee; Member of the Legal and Tax Committee
 Member of **AmCham** Bulgaria; former AmCham Bulgaria Board of Directors member;
 AmCham Public affairs committee co-chair
 Member of **Confindustria**
 Member of the Public Affairs Community of Europe (**PACE**)
 Member of the Bulgarian association of PR agencies (**BAPRA**), reserve Member of its Ethics Committee
 Former Management board member – Bulgarian Association for Public Relations (**BDVO**).