

CURRICULUM VITAE

Family name Istrefi Jahja
First names Arta
Date of birth 23/07/1987
Nationality (passport holder) Kosovan
Place of residence: Kosovo
Email: arta.istrefi@gmail.com

Education:

INSTITUTION [DATE FROM - DATE TO]	DEGREE(S) OR DIPLOMA(S) OBTAINED
PhD Candidate, Southeastern European University, September 2021- ongoing	PhD Candidate in Business Administration
Professional Sales Program Southeastern European University, September 2020- September 2021	Certificate of Professional Sales
School of Economics, University of Nottingham September 2013 – September 2014	Master of Science in Economic Development and Policy Analysis
Faculty of Economics, University of Prishtina September 2006 – September 2009	Bachelor of Banking, Finance and Accounting
SMEI, New York March- November 2020	Certified Sales Executive
WIFI Austria, Federal Economic Chamber Feb – March 2020	Certified Digital Transformation Expert

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

LANGUAGE	READING	SPEAKING	WRITING
Albanian	1	1	1
English	1	1	1
German	3	4	4

Membership of professional bodies:

- ◆ Vice-President of Steering Committee of Kadri Zeka University, 2022-ongoing
- ◆ Board Member of the Innovative Future Foundation, 2021-ongoing
- ◆ Board Member of Chevening Alumni Kosovo, 2017-2022
- ◆ Member of Industrial Policy Task Force, 2017-2019
- ◆ Member of Government Task Force for improving the doing business indicators of the World Bank report (2011-2013)

Other skills (e.g. Computer literacy, etc.):

- ◆ Proficient user of Microsoft Operation System and proficient user of Microsoft Office package, including: Word, Excel, Power Point, Access, and Microsoft Outlook.
- ◆ Particularly good user of SEM and STATA
- ◆ Basic user of SPSS (Statistical Package for Social Sciences, professional software for predictive analysis).

Key qualifications (relevant to the assignment):

- ◆ Nine years' experience in private sector through development projects
- ◆ Two (2) years' experience in developing public policy at national level.
- ◆ Experience consultant on supporting SMEs with digital transformation as well as innovation.
- ◆ Skilled incubation management
- ◆ Particularly good skills for monitoring and project reporting, skilled presenter both in verbal and in writing.

Professional experience

#	Date from	Date to	Location	Company & reference person <i>(name & contact details)</i>	Position	Description
1	Nov 2021	March 2022	Pristina	Institution: CIVITA Reference Person: Sandeer van deer Molen, Partner T: +37061359730 A: Gediminas Ave. Vilnius Lithuania 27	National Expert	<ul style="list-style-type: none"> - Executive Study on the potential of digital transformation and innovation in the Western Balkans and the Eastern Partnership, responsible for Kosovo Market. - Prepare the report and recommendation for GIZ Kosovo - Interview key stakeholders - Write recommendation for the GIZ on the digital transformation and Innovation
2	October 2020	Ongoing	Pristina	Institution: Women Entrepreneurs Kosovo Reference Person: Arta Istrefi – Jahja	Founder	Founder of Women Entrepreneurs Kosovo community with key goals: <ul style="list-style-type: none"> - Help women entrepreneurs to thrive in the international market - Mentoring, coaching, and training - Continuous PR for member of the community in national and international media - Investment readiness program

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3	September 2021	Ongoing	Prishtina	Institution: IMA International Reference Person: Chris Groose, Managing Director E: chris.grose@imainternational.com	Trainer	- Co-design and deliver a 5-day training in strategic thinking and data for the DEMOS II project, Kosovo including 3 days for preparation
4	November 2020	Ongoing	Kosovo	Institution: Swiss Entrepreneurship Program (Swiss EP) Reference Person: Jakob Modéer, Program Manager Western Balkans (Albania, Bosnia & Herzegovina, Kosovo, North Macedonia, Serbia) E: jakob.modeer@swisscontact.org Cell: +355 (0)69 279 2863, +44 7449 101098 (WhatsApp)	Ecosystem Facilitator	<ul style="list-style-type: none"> - Supports Swiss EP Regional Manager in design and implementation of all program activities in line with program intervention areas: - 2.) Ecosystem development and - 3.) Capital mobilization as well as Cross-cutting themes. - Increase job-creation through mentorship program - Analyze the data and based on the results drafting of annual reports, country specific reports and monthly reviews. - Contributes to quality assurance and knowledge management within the Swiss EP team globally by sharing pro-actively best practices, new initiatives, learnings and successes through the designated program channels.
5	November 2020	March 2021	Kosovo	Institution: Chevening Alumni Program Fund Reference Person: Hereze Sefaj, Finance Manager hereze.sefaj@fcdo.gov.uk	Project Manager	<ul style="list-style-type: none"> - Implementing a four-month Mentorship Program. - Shape community of engaged and skillful youth to lead the social change and shape civil society of tomorrow - Hundreds of global Mentors and Mentees of Chevening Alumni

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6	October 2020	January 2021	Albania	Institution: CIVITTA Reference Person: Srboljub Kovacevic, Country Manager E: +381642468200 srboljub.kovacevic@civitta.com A: Beogradska 54, Belgrade, Serbia	Non-Key Expert	<ul style="list-style-type: none"> - Support the Western Balkans (WB) in mapping digital innovation hubs (DIH). Responsible for Albania - Identifying needs of WB economies to further develop DIHs, - Define a model/step to be chosen in each WB economy that supports promotion of DIHs, - Provide expert advice on concrete actions and activities, - Innovative solutions and engage DIHs in concrete work of EU DIHs network.
7	July 2020	October 2021	Pristine	Institution: ECIKS Reference Person: Durim Hoxha, Program Manager E: durim.hoxha@eciks.com A: Rruga B, Royal Mall, Kati 4, Nr. B17, 10 000 Prishtina, Kosova	Digital Transformation Consultant	<ul style="list-style-type: none"> - Diagnose of digital transformation for SMEs in Kosovo with particular focus on: Digital Marketing, E-commerce, Human Resources and Production Processes. - Write Terms of Reference for 12 companies on key technological interventions
8	June 2020	September 20, 2020	Pristina	Institution: ACT Global Reference Person: Sopho Chachanidze, Managing Partner E: s.chachanidze@act-global.com A: 8 John (Malkhaz) Shalakashvili St. Tbilisi 0131, Georgia	Country Representative	<ul style="list-style-type: none"> - Short term technical assistance on implementing the Regional Study on the Impact of COVID-19 Pandemic on SMEs under the USAID Economic Development, Governance and Enterprise Growth (EDGE) Project. - Conduct research on target value chains (1) fruits and vegetables, 2) tourism, 3) light manufacturing (textiles/apparel, wood processing/furniture), 4) ICT) and provide ACT with brief overview including general statistics and sector review

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9	March 2020	Ongoing	Pristina	Institution: VentureUP Reference Person: Mentor Rexhepi, Executive Director T: +383 (0)44 193 783 E: mentorrexhepi@venture-up.org A: Eqrem Qabej, Biblioteka e Re, Pristina 10000, Kosovo	Business Incubation Manager	<ul style="list-style-type: none"> - Managing Incubation Program and organize Fundraise events - Professional training for 50k students at University of Prishtina in addition to their academic knowledge - Assesses student startup ideas and houses them at the Innovation and Entrepreneurship Center, the official Center of University of Prishtina. - Build the ecosystem by involving: University of Prishtina, private sector, funding organization, service providers, research institutes as well as Government.
10	Feb 2020	March 2020	Gjakova	Institution: SIGMA Reference Person: Mysere Hoxha, Director of SIGMA Company T: +383 (0)44 175 405 E: myeserehoxha@gmail.com A: Ahmet Kaqiku 1,70000 Ferizaj, Kosove	Professional Trainer	<ul style="list-style-type: none"> - Training group of women as part of the Women Entrepreneurship Program for 9 days on basic concepts of business, soft skills, and the business plan preparation - Developing business plan for marginalized women on agriculture, textile, and beauty salons.
11	Dec 2019	Jan 2020	Pristina, Kosovo	Institution: Women for Women Reference Person: Iliriana Jaka- Gashi, Director of Women for Women T: +383 (0)49 555 451 E: igashi@womenformomen.org A: Arbëria III, p.n. Prishtinë 10000	Trainer for employment and self-employment	<ul style="list-style-type: none"> - Contract engagement to develop modules of self-employment and employment opportunities for young men and women. - Train employment centers and Women4women organization to improve self-employment and employment opportunities - The contract was part of the Regional Programme for Local Democracy in Western Balkans (ReLOaD), which is funded by European Union and implemented by UNDP in Kosovo.

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1	Oct 2014	Dec 2019	Pristina, Kosovo	<p><i>Institution:</i> USAID</p> <p><i>Reference person:</i> Skender Rama, Chief of Party at EMPOWER private sector project;</p> <p><i>T:</i> +383 49 352 671</p> <p><i>E:</i> skender.rama@empowerkosovo.org</p> <p><i>A:</i> Str. Pashko Vasa, No. 6, Pejton Pristina, Kosovo</p>	Competitiveness Specialist	<ul style="list-style-type: none"> - Assess over 200 companies prior to investment with Private Equity approach - Monitored and evaluated 100 activities over 62 months based on internally developed KPIs - Strategic planning for apparel sector in Kosovo (writing reports, assessment, and market analysis) - Established and strengthening the Kosovo Apparel Marketing Association - Conduct research and analysis prior to intervention in specific company and/or sub-sector - Based on research findings, initiated new USAID intervention for the apparel sector; included apparel sector as key sector within KIESA (Kosovo Investment and Enterprise Support Agency); - Prepare yearly work plan for the apparel sector in Kosovo
1	Sep 2011	Sep 2013	Prishtina, Kosovo	<p><i>Institution:</i> Ministry of Trade and Industry</p> <p><i>Reference person:</i> Mrs. Mimoza Kusari- Lila, Minister</p> <p><i>T:</i> +377 (0) 44 540 018</p> <p><i>E:</i> mimoza.kusari.lila@rks-ks.org www.mti-ks.org</p> <p><i>A:</i> Rr."Muharrem Fejza", p.n Lagjja e Spitalit, 10000 – Pristina, Kosovo</p>	Political Advisor	<ul style="list-style-type: none"> - Writing report and speeches for the Minister - Give statements for national and international media - Represent the Ministry in domestic and international conferences and assist the minister in the meetings with Ambassadors, Ministers, investors and other stakeholders. - Monitor and assist on the negotiation of Free Trade Agreement with Turkey - Organize and attend monthly meetings of the Kosovo National Council for Economic Development and the Government Task Force for improving the doing business indicators of the World Bank report. - Initiated and established Women Chamber of Commerce – G7 with USAID support

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1	Sept 2010	Sept 2011	Prishtina, Kosovo	<p><i>Company:</i> MDA (Management and Development Associates)</p> <p><i>Reference person:</i> Mr. Ardian Jashari, Managing Partner</p> <p>T: +381 (0)38 222 247 E: ajashari@seemda.com W: www.seemda.com A: Rr. Perandori Justinian, Nr 12, Kati I, Pejton; 10000 Prishtina Kosovo</p>	Senior Project Coordinator	<ul style="list-style-type: none"> • Draft and implement projects in various areas of economic development. • Particularly involved in managing projects of the EU Office in Kosovo (former European Commission Liaison Office in Kosovo) <ul style="list-style-type: none"> ○ Raise the awareness of the youth of Kosovo for the EU integration process. ○ In charge for communication with beneficiaries of the EU projects, media and other relevant stakeholders.