NEWS RELEASE

Pedersen & Partners
EXECUTIVE SEARCH

Pedersen & Partners Bulgaria launches new cultural collaboration initiative

Sofia, Bulgaria – Pedersen & Partners Sofia recently organised an open discussion in collaboration with PostBank, focusing mainly on the impact of global demographic fluctuations over the course of the development of national economies. The debate represented the debut of a new initiative intended to bring together the Bulgarian business community and the arts and culture community, and to foster mutually-beneficial cultural exchanges and projects.

"The aim of the project is to bring together representatives from the business and cultural communities in a constructive environment. Innovation, agility, and creativity are three of the most desirable characteristics for small and big business players alike, and events like this can serve as an efficient platform for executives to absorb new techniques, approaches and strategies from renowned cultural and creative ambassadors that can be applied in the business world," explained Irena Bushandrova, Country Manager for Bulgaria at Pedersen & Partners.

The global workforce is highly affected by rapid demographic changes, especially when it comes to labour migration. Georgi Bardarov, Associate Professor of the St. Kliment Ohridski Sofia University, gave the keynote speech, in which he presented the demographic situation of Bulgaria and the globe as a whole and analysed the impact of a globalised labour force.

"It was a pleasure to listen to Professor Bardarov's lecture. His insights on the future developments of the workforce will certainly affect every field, and the Executive Search industry will also need to take these changes into consideration in the years to come. The concept of exchanges between business and culture in our knowledge-based society will certainly set the stage for fruitful partnerships, and I know that the participants appreciate the chance to participate in such high-value events," concluded Irena Bushandrova.

Irena Bushandrova is the Country Manager for Bulgaria at Pedersen & Partners. Ms. Bushandrova brings a wealth of senior management experience in the financial services sector having worked in key management roles at ING Bank in Bulgaria for 11 years. Most recently, as Head of Corporate Lending at ING, Ms. Bushandrova oversaw ING's credit portfolio, managed a team of relationship managers, and actively supported other profit-centres in the bank via product cross-selling. Before joining ING in 1997, she was part of the lending team at the Bulgarian American Enterprise Fund for three years.

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If you would like to conduct an interview with a representative of Pedersen & Partners, or have other media-related requests, please contact: Diana Danu, Marketing and Communications Manager at: diana.danu@pedersenandpartners.com

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