

Curriculum Vitae (CV)

Name:	Arta Istrefi Jahja
Date of Birth:	23/07/1987
Country of Citizenship/Residence:	Kosovo

Education:

Institution	Degree(s)/Diploma(s) obtained	Date
Southeastern European University	PhD Candidate in Business Administration	September 2021- September 2024
Southeastern European University	Certificate of Professional Sales	September 2020- September 2021
University of Nottingham, School of Economics	Master of Science in Economic Development and Policy Analysis	September 2013 – September 2014
University of Prishtina, Faculty of Economics,	Bachelor of Banking, Finance and Accounting	September 2006 – September 2009
SMEI, New York	Certified Sales Executive	March- November 2020
WIFI Austria, Federal Economic Chamber	Certified Digital Transformation Expert	Feb – March 2020

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
13 April 2022 - 30 July 2022	Organization: Sequa Position: National Expert For reference: Contact name: Rainer Klaesener Title: Managing Director: Email: Rainer.Klaesener@sequa.de	Kosovo	Needs assessment for MSMEs and Business Development Service market analysis for GIZ project "Entrepreneurship project" Inbox Search for all messages with label Inbox
September 2021 - Present	Organization: IMA International Position: Trainer For reference: Contact name: Chris Goose	Kosovo	Co-design and deliver a 5-day training in strategic thinking and data for the DEMOS II project, Kosovo including 3 days for preparation.

	<p>Title: Managing Director: Email: chris.grose@imainternational.com</p>		
October 2020 - Present	<p>Organization: Women Entrepreneurs Kosovo Position: Founder</p> <p>For reference: Contact name: Arta Istrefi Jahja Title: Founder</p>	Kosovo	<p>Founder of Women Entrepreneurs Kosovo community with key goals:</p> <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
November 2020 - Present	<p>Organization: Swiss Entrepreneurship Program (Swiss EP) Position: Country Program Officer</p> <p>For reference: Contact name: Jakob Modéer Title: Program Manager Western Balkans (Albania, Bosnia & Herzegovina, Kosovo, North Macedonia, Serbia) Tel: +355 (0)69 279 2863, +44 7449 101098 (WhatsApp) Email: jakob.modeer@swisscontact.org</p>	Kosovo	<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: - Ecosystem development and - Capital mobilization as well as Cross-cutting themes. - Collects data and information market assessment to understand the ecosystem better - Supports Regional Manager in analyzing 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.
March 2020 - Present	<p>Organization: VentureUP Position: Business Incubation Manager</p> <p>For reference: Contact name: Mentor Rexhepi Title: Executive Director Tel: +383 (0)44 193 783 Email: mentorexhepi@venture-up.org</p>	Kosovo	<ul style="list-style-type: none"> - Managing Incubation Program and organize Fundraise events - Professional training for 50k students of 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.
Nov 2021 – March - 2022	Organization: CIVITA Position: National Expert For reference: Contact name: Sandeer van deer Molen Title: Partner Tel: +37061359730	Kosovo	<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 - Present through an organized workshop in Kosovo
November 2020 – March 2021	Organization: Chevening Alumni Program Fund Position: Project Manager For reference: Contact name: Hereze Sefaj Title: Finance Manager Email: hereze.sefaj@fcdo.gov.uk	Kosovo	Implementing a four-month Mentorship Program. The aim of the project “Shapers of tomorrow” is to provide mentorship to the Western Balkans Chevening Alumni students in the UK (or recent graduates returning to their home countries) as means to support and shape community of engaged and skillful youth to lead the social change and shape civil society of tomorrow
October 2020 – January 2021	Organization: CIVITTA Position: Non-Key Expert For reference: Contact name: Srboljub Kovacevic Title: Country Manager Tel: +381642468200 Email: srboljub.kovacevic@civitta.com	Albania	<ul style="list-style-type: none"> - Support the Western Balkans (WB) in mapping digital innovation hubs (DIH). Responsible for Albania - The consultancy aims to provide expert advice on 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, and provide expert advice on concrete actions and activities, be it national or regional while factoring specific needs, to support networking, promote innovative solutions and engage DIHs in concrete work of EU DIHs network.
July 2020 – October 2021	Organization: ECIKS Position: Digital Transformation Consultant For reference: Email: durim.hoxha@eciks.com	Kosovo	<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.

	Contact name: Durim Hoxha Title: Program Manager		- Write Terms of Reference for 10 companies on key technological interventions
June 2020 – September 2020	Organization: ACT Global Position: Country Representative For reference: Email: s.chachanidze@act-global.com Contact name: Sopho Chachanidze, Title: Managing Partner	Kosovo	<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
February 2020 – March 2020	Organization: SIGMA Position: Professional Trainer For reference: Contact name: Mysere Hoxha Title: Director of SIGMA Company Tel: +383 (0)44 175 405 Email: myeserehoxha@gmail.com	Kosovo	<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 step by step business plan preparation - Developing business plan for marginalized women on: agriculture, textile and beauty salons.

October 2014-December 2019	Organization: USAID Position: Competitiveness Specialist For Reference: Contact name: Skender Rama Title: Chief of Party at EMPOWER private sector project Tel: +383 49 352 671 Email: skender.rama@empowerkosovo. Org	Kosovo	<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
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7. Language skills: (Mark 1 to 5 for competence, 5 being the highest)

<i>Language</i>	<i>Reading</i>	<i>Speaking</i>	<i>Writing</i>
Albanian	5	5	5
English	5	5	5
German	3	2	2

8. Membership of professional bodies:

- ◆ Member of Government Task Force for improving the doing business indicators of the World Bank report (2011-2013)
- ◆ Member of Industrial Policy Task Force, 2017-2019
- ◆ Board Member of Chevening Alumni Kosovo, 2017-ongoing
- ◆ Chairwoman of Kadri Zeka University, 2022-ongoing

9. Other relevant 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).

10. Publications:

- Accepted online; Istrefi A., Komodromos M., Zeqiri J., Hasani V., The role of entrepreneurial marketing and digital transformation on women's entrepreneurial intentions in Kosovo
- <http://dx.doi.org/10.1504/IJTEL.2024.10063470>
- Istrefi-Jahja, A., & Zeqiri, J. (2022). The Impact of Digital Marketing and Digital Transformation on Brand Promotion and Brand Positioning in Kosovo's Enterprises. ENTRENOVA - ENTERprise REsearch InNOVAtion, 7(1), 244–255. <https://doi.org/10.54820/UPQN1850>
- V. Ramadani, A. Istrefi-Jahja, J. Zeqiri and D. Ribeiro-Soriano, "COVID-19 and SMEs Digital Transformation," in *IEEE Transactions on Engineering Management*, vol. 70, no. 8, pp. 2864-2873, Aug. 2023, doi: 10.1109/TEM.2022.3174628. keywords: {Companies; COVID-19;Social networking (online);Pandemics;Industries;Mathematical models>Loading;Brand positioning; brand promotion (BP);digital marketing (DM);digital transformation (DT);Kosovo},
- Participation and presentation at the International Turkic World Congress on Social, Humanities, Administrative and Educational Sciences with title 'Empowering women entrepreneurs :A digital transformation approach in marketing perspective' of authors Arta Istrefi, Vjosë Latifi, and Agron Hajdari, 11-13 May 2024; you can access to the Proceedings Books: <https://www.turkicworldcongress.com/>;
- Fetai Besnik; Istrefi Arta; DO WOMEN ENTREPRENEURS ACCELERATE ECONOMIC GROWTH: AN EMPIRICAL ANALYSIS APPROACH. SEEU, Tetovo, RNM, 2022

11. Awards:

- Winner of the university scholarship for all years of studies at the University of Pristina "Hasan Pristina" at the Faculty of Economics.
- Winner of Business Case Competition, WUS Austria, Vienna 2019
- Winner of Chevening Scholarship

12. Mobility

- Completion of mobility at POLIS University in Albania (2022).