

Zanda VIPULE – Gateway & Partners, Project strategic consultant and project coordinator



Zanda Vipule has been working in Gateway & Partners since February 2010. Zanda enjoys intellectual challenges that come along with solving research aim and client needs, providing the necessary information for the client. Zanda likes to keep high strategic overview of the individual projects and to ensure that the research to be delivered is easy to grasp, accordingly structured and answers the aim of the researches. Zanda has been working with various type and size analysis to provide the best quality outcome for each client.

Zanda also uses her excellent communication skills which help to deliver partner search and trade mission projects, as well as to coordinate the process effectively and efficiently. Zanda is highly structured, determined and have high energy and stress resistance level with high concentration. Zanda effectively organizes work for herself as well as for other team members from different international background.

Zanda supports Moldovan company export development through assisting on daily basis Export Partners in Moldova with strategic and execution support.

Zanda holds double master degree in business administration from Copenhagen Business School in Denmark and CEMS, International Management program. During the master degree studies Zanda lived in Denmark as well as in Belgium. Zanda speaks fluent English, Latvian and Russian, have average knowledge of Danish and French.

Example of the projects that Zanda has been a part of:

Year	Customer	Value of assignment	Assignment
2017	Regina Naturii (Moldova)	3 000 EUR	Export partner search in Germany for Moldovian honey producer. In total business visit with 4 meetings were organized as well as information about the thinking of German purchasers provided to the client. Zanda was a project coordinator of the project.
2017	Viorica Cosmetics (Moldova)	7 800 EUR	Export partner search in Romania, Czech Republic and Slovakia. There were 6 meetings organized in Romania in September 2017, while the trips to Czech Republic and Slovakia are planned by the end of October. Zanda is a project coordinator of the project.
2017	Gelibert (Moldova)	3 000 EUR	Export partner search in Romania to find the potential cooperation partners. The project included potential partner selection, export marketing material creation; communication with all selected potential partners, business visit organisation and final report preparation that includes full communication details with all selected companies for future usage. Zanda is a project coordinator of the project.
2017	Zernoff Group (Moldova)	5 000 EUR	Project coordinator of the elaboration of the Export Strategy for Zernoff company export products and managing project planning and performance. Leading the Strategy execution based on market study of 25 potential trading countries, weighted-score analysis of priority export markets, strategic action plan in conducting Client's internationalization.
2017	Cascom-Lux (Moldova)	3 000 EUR	Project coordinator of the Export Intelligence project to Italy for Moldova's No.1 military and police caps producer. Supervising the production of the required deliverables such as target potential partners selection, progress report, meeting plan; ensuring due time project execution; assessing the project impact on Client's export development efforts.
2016 Apr – 2017 Jan	Twino (Latvia)	Above 15 000 EUR	Several market research reports about banking and non-financial banking industry in various markets, including Moldova. The research included indication of the legislation of the credit market, main market players as well as remote access possibilities for potential credit takers. Zanda has been a main project coordinator of client and lead the project team for successful delivery of the project.
2016 Nov – 2017 Jan	Ministry of Economy (Latvia) Governmental institution	Above 20 000 EUR	Research of "Evaluation of administrative burden in Latvia in 2016", which included 740 interviews done in less than 2 months, analysis of the interviews, suggestions provided, as well as recommendation for the changes in the legislation. Zanda was strategic consultant of the research.
2016 Oct – 2017 Mar	The Red Jackets, Mentorū Klubs (Latvia)	20 000 EUR	"Export Springboard", export training and mentoring for the new want-to-be-exporters. In the program there were included 3 training seminars as well as individual mentorship for 6 months to support export development in the practical daily activities. There were 15 highly ambitious to grow in export market participants that had overall export theory, and then individual export training mentorship, based on their training needs.

			Zanda was individual mentor to one of the participants.
2015 Aug – 2016 Jan	Latvian Investment and development agency Governmental institution	129 000 EUR	“Dairy market analysis in Kazakhstan, Azerbaijan, United Arab Emirates and China and Latvian company potential”. This included export market analysis, store checks, market sizing, potential partners in the market, as well as evaluation of the export potential of Latvian dairy industry players towards the selected markets. Zanda was responsible of communication to the client, project lead, project coordinator, quality control and presenter of the research.
2010 - 2014	Canadian (international market research company with headquarters in UK)	30 000 EUR yearly (confidential)	Zanda started in 2010 as Latvian market analyst, while started Baltic research manager’s position in 2011, were Zanda was responsible for research quality and process in all 3 Baltic countries, negotiating the contract and communication with the long-term client. Market research included competitor profiling, finance analysis, market entry, market sizing, long and short term forecasting, B2C and B2B data interpretation and analysis, store checks, market sizing, etc.
09/2013 - 05/2014	Enterprise Estonia (Estonia)	n/a	7 Export Seminary Cycles introducing companies to specific sectors in specific markets. Speakers were both Gateway&Partners representatives and industry experts. Seminar cycle included following topics: Denmark, Home and Interior design; Benelux countries, ICT; Norway, Construction; Sweden, Food; Germany, Metalworking; France, Wood construction; and UK, Clothing and Textile. Each of the seminars gathered between 30-50 listeners. Zanda was a presenter about Norwegian construction sector and business culture.
2014	MIEPO, World Bank (Moldova) Governmental institution	84 683 EUR	Moldova Export Strategy and Action Plan development – research, analysis and strategic planning involving discussions with stakeholders and international donor organizations. During the research Export Strategy Development of MIEPO was created, based on the analysis of the export data, interviews with companies, state organizations, associations and donor organizations, as well as current exporter assessment through questionnaire was done. Zanda was responsible of strategic support to the analysis team.
2014 Mar-Apr	Latvian Investment and Development Agency	Ca 6 000 EUR	Market research work together with GatewayBaltic to research business support instruments from health care industry in 5 countries: Latvia, Lithuania, Estonia, Czech Republic and Poland. Zanda was a project coordinator and responsible for work with researchers and project qualitative delivery
2014 Jan – Jun	Latvian Food Quality Cluster (Latvia) association	Ca 30 000 EUR	Organization of trade missions to Sweden and Finland for Latvian food producers. Trade mission included 3 to 5 participants, business meetings and study visit.
2014 Mar - May	Danish food company	3 000 EUR	Danish food company trade mission to Latvia. Coordination of the project, potential partners search, organization of the meetings
2013 Jan - Mar	E2C (Latvia), company from oil and gas sector	2 800 EUR	Zanda was a project lead, direct communicator with client. The client, potential investor in development project of LNG in Latvia, was interested about Liquid Natural Gas experience in Norway, which included desk research and expert interviews about the sector.

2013 Sep - Oct	GIA (Finland), consulting company	3 600 EUR	Zanda was research manager for alternative fuel research in Finland, Estonia and Sweden, which included desk research, current market offering, legislation analysis and interviews about alternative fuel market
2013	Norwegian Embassy in Latvia (Latvia) Governmental institution	1 800 EUR	Market research about Norwegian capital presence in Latvia that included desk research, data analysis, company interviews, preparation of the presentation.
2013	Innovation Norway, LNG research	n/a	Market research about LNG potential in Latvia, including desk research, interviews
2013	LITMEA – Lithuanian food production companies association	Ca 30 000 EUR	Trade mission of 5 Lithuanian companies to Poland, Czech Republic, Slovakia, Germany, Russia and France. Project coordination, execution, partner search and selection, market overview
2013	KG Group (Lithuania) Food industry	9 700 EUR	Partner search project to Sweden, Denmark and Norway to meet potential partners. Partner definition and search, communication and meeting organization
2013	Jets Vacuum (Innovation Norway)	4 000 EUR	Market research about railway industry in Latvia, and cost analysis for setting up operations in Latvia.
2013 Jan – Mar	InfoBalt (Lithuania) IT company association	17 561 EUR	In the project Zanda was responsible about the research project coordination and qualitative delivery. In-depth market research about IT industry in Nordic countries which included competitor check, market sizing, potential development areas, interviews, suggestion for opportunities for Lithuanian IT companies.
2012	Innovation Norway, Decent Work program	Allocation of 400 000 EUR of fund resources	Zanda was responsible for evaluation of the submitted projects, review of the applications according to the tender documentation, interviewing as well as suggestion for allocation of the funds.
2011 – 2012	Enterprise Lithuania (Lithuania) Governmental institution	19 200 EUR	B2B matchmaking event in Norway in 2011 – 2012. Zanda was responsible about project coordination and execution according to the given quality requirements. 20 companies (10 from textile and apparel industry, 4 from furniture industry and 6 from wood working industry) met with minimum of 5 Norwegian companies during the one day matchmaking event

ZANDA VIPULE CV

WORK EXPERIENCE

- 2010 – present** **SIA „GatewayBaltic” Senior Project Coordinator, Export Advisor**
Consulting. Export intelligence™ and market intelligence services provider.
Project coordination: project management more than 10 projects at the time, work with full time employees as well as freelancers, cross-border team organization, cross-border client management, meeting client expectations, quality management
Market intelligence: Overview of various researches and studies, including market sizing, finance analysis, competitor profiling, market entry, store checks, strategic advising, interviewing, etc.
Sales: work with key account clients and partners, potential partner finding for clients in various geographical areas, extensive cold calling experience across cultures
HR: HR strategy development and improvement, recruitment, individual development and performance evaluation, motivation.
Event organization: organization of seminars, matchmaking events
Strategy: Participation in strategic meetings, HR strategy execution, project organization, strategic suggestions for clients' further development in export markets
Geography: Eastern Europe, Scandinavia, Western Europe, Russia and USA, and others
Industries: from food, to logistics, e-signature, woodworking to fishing industries, metal-working industry
- 2012 – 2014** **Innovation Norway associated consultant in Latvia**
Government institution, support for Norwegian companies interested to enter in Latvia: potential partners search for Norwegian companies, assistance and advising to clients, organization of seminars, Norwegian grant policy implementation in Latvia, and work with various government and ministry representatives.
Reason for leaving: maternity leave
- 2010 – 2014** **Canadean research manager in Baltics**
Market research company. Long term client and project coordination (communication, contracting, quality management, managing a team of 3-4 people), as well as market research (competitor profiling, finance analysis, market entry, market sizing, long and short term forecasting, B2C and B2B data interpretation and analysis, store checks, market sizing, etc.).
- 2006 - 2007** **SIA „Microsoft Latvia” Services Business Operations Coordinator**
IT services. Management accounting, analysis of actual results to budget; billing customers; administrating activities, projects in the consulting group; planning team-building, client events.
- EDUCATION**
- 2007 – 2011** **Copenhagen Business School, Denmark**
Master degree in Economics and Business management, with specialization in Strategic Market Creation, subjects included - strategy, marketing, creation, creativity, innovation, online communities, and project development. In parallel, working as research assistant at CBS. Participated in school's basketball team, Venture cup lectures and assisted in ECCI X Creativity and Innovation conference.
- 2007 – 2011** **CEMS - Global Alliance in Management Education**
Double master degree in International Management. Exchange period in Université catholique de Louvain in Belgium. Management of social responsibility activity and collected 10 000 DKK (1300 EUR) for schools in Africa in one week. The Financial Times ranking rates the CEMS MIM amongst the very best Master's in Management programs in Europe. www.cems.org.
- 2003 – 2006** **Stockholm School of Economics in Riga, Latvia**
Bachelor degree in economics and entrepreneurship. Teaching assistant in course Organization and management. Choir president, art week “Je Joue” organization, Yearbook 2004 and 2005 organizer, member of school's basketball, volleyball, table tennis teams
- LANGUAGES** Latvian – native, English – fluent, Russian – good, French - intermediate, Danish – intermediate
- INTERESTS** Music, sports, travelling, faith, development and growth
- IT SKILLS** Expert in Microsoft office programs with in depth expertise in Excel, CRM program user (Solve, Pipedrive, Microsoft Dynamics CRM), website content development (Drupal, Joomla)
- PARTICIPATIONS** Member of the Board for IFES Latvia since 2015, Sunday school teacher since 2015