

## **Short *curriculum vitae* of Violeta Jovanović**

**Violeta Jovanović** started building her expertise in local economic and rural development and standardization upon the graduation in 1998 as an expert and team leader in the United States Agency for International Development (USAID) programs in Serbia and the region, through the design and implementation of the complex development projects worth over USD 10 million. As the first employee of the National Alliance for Local Economic Development (NALED) and its Executive Director since July 2007, she was instrumental in creating an independent membership organization, which later grew into the largest public-private association focusing on building a favorable business environment in Serbia.

She is a graduate philologist and gained further education in the field of economics and project management through specialized training and study programs in the United States and Europe. She is engaged as a motivational speaker and moderator at professional conferences with the topic of women's entrepreneurship and leadership in the country and abroad. She has gained international experience as a consultant in the field of certification and intellectual property protection.

She is a member of the Regional Council as the umbrella body of the Business Environment Network, which brings together state institutions and sector organizations from all economies of the Western Balkans that work on institutionalizing mechanisms for cooperation and strengthening the competitiveness of the region. She is a member of the International Women's Club and actively contributes to the preservation of traditional heritage of Serbia and the employment programs for women through the role of the Founder and President of the Ethno Network.

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