

## Curriculum Vitae

### Personal information



Surname / First name	<b>Stojanovic Gordana</b>
Expertise	Monitoring, Evaluation and Communication Expert
Current position/expertise	Project: Reducing Health Risk Factors in BiH – M&E and Communication Specialist
Address	Permanent: Serbia, 11070 Belgrade, 145 Bulevar Mihaila Pupina, apt. 34 Temporary: 1, Jadranska Street, 71000 Sarajevo, Bosnia and Herzegovina
Telephone	Mobile Serbia : +381 63 20 40 20 Mobile Bosnia: +387 61 020 422
E-mail	<a href="mailto:gordanastoja@gmail.com">gordanastoja@gmail.com</a>
Gender	Female

### Key Competences

#### **Monitoring, Evaluation, Research, Impact Evaluation, Sustainability Evaluation, Strategic Planning, Project Management**

- Monitoring and Evaluation Research:
  - Instrumental
  - Conceptual
- **Fields of expertise:**
  - Gender equality,
  - Research,
  - Sustainable infrastructure and services,
  - Health,
  - Water management, agriculture and forestry,
  - Environment,
  - Election monitoring

#### **1. Research, Monitoring, Evaluation**

##### **1. Research, Monitoring and Evaluation**

- Expertise in the development and delivery novel and traditional research methodology and programs, tools and reports
- Strategic planning for research programs
- Supervision and participation of field research
- Expertise in the development and delivery of monitoring and evaluation plans, programs and reports
- Expertise in deployment of different monitoring & evaluation and communication methods
- Gender Analysis and deployment
- Impact evaluation
- Knowledge of social science methodology relevant for the field of the assignment /Health Care Beneficiaries and Stakeholders/  
Project management of research programs, research related communication activities, publicizing research results

#### **2 M&E**

##### **Monitoring and Evaluation**

Strategic Planning, Action  
Plans, Implementation;  
Communication &  
Dissemination

Communication and Dissemination

Strategic Planning, Action Plans, Implementation

- **Developer of World Bank Communication Strategy**, Social Monitoring and Evaluation Research Strategy for **Bosnia Energy Efficiency Project /2013/**
- **World Bank Energy Efficiency General Awareness Information and Dissemination Strategy** for Serbia Energy Efficiency Project, commissioned by European Agency for Reconstruction – **1<sup>st</sup> Co – Author – Target Audiences: Health, Education and Social Welfare Sector**
- **M&E in Health Sector issues, overall and particular, related to targeted campaigns, actions etc. – Region, Bosnia and Herzegovina and Serbia in particular;**
- **Participant in** population based epidemiologic study “Policy and practice in tobacco control in health institutions in Serbia” and “Prevalence of smoking among employees of health institutions in Serbia”, participant in research design development and data production.
- Strategic planning for research, communication and implementation programs
- Expertise in SOSTAC© and AIDA (Awareness, Interest, Desire, Action) Methodology
- Participation and collaboration line ministries, i.e. Health, Education, Social Welfare, Justice and other stakeholders of reference, consultants, PIT, PIUs, in design of an overall **Communications and Outreach** program, tactical/action plans and creative solutions for project/policy implementation, especially for the World Bank projects’ and Ministries’ related campaigns;
- Annual external project’s communication plans, including detailed tactical plans and budget, aimed to reach health and education beneficiaries, stakeholders and public at large;
- communication strategy and the general strategy, aimed at achieving of the project objectives;

**3. General Experience and Expertise**

3. General Experience and  
Expertise

- **Regional Partnership** - Expertise in partnership development program developing and executing partner relationship with other institutions and similar agencies from other countries
- Project Economic Analyses and Risk Management
- Pilot Programming
- Sustainability Impact Monitoring & Evaluation Research
- Corporate and Institutional Social Responsibility
- **Social and Gender Impact** Research and Statistical Analyses
- Poverty reduction analysis, M&E
- Project management - Expertise in the development and delivery project proposals, performance management
- Expertise in pre-feasibility studies
- Monitoring indicators and benchmarking
- Expertise in training and workshop organizing
- Experience in working with the state and private sector, government, agencies utility based partners, local self-governance etc.
- Experience in SE European Region and Balkan Countries

<b>Work experience</b>	
<b>Relevant for the current assignment</b>	
Ongoing	<b>December 2014 World Bank Consultant</b>
Occupation or position held	<b>M&amp;E and Communication Specialist</b>
Name and address of employer	World Bank DC.  World Bank Office Sarajevo – <u>Reducing Health Risk Factors in Bosnia and Herzegovina Project</u> , funded by Swiss Government and implemented by the World Bank
Dates	<b>2012/2013 World Bank Consultant</b>
Occupation or position held	<b>M&amp;E and Communication Expert</b>
Name and address of employer	World Bank DC.  World Bank Office Sarajevo - <u>Bosnia Energy Efficiency Project</u>
<b>Main activities and responsibilities</b>	Project Preparatory Activities for B&H Federation and Republic of Srpska 1. Research and Benchmarking for Communication Strategy (Information and Dissemination Strategy) Development. • Author of Communication Strategy – with tailored messages, tools and implementation schedule 2. ToR developing for Communication Consultancy Company and Social Research Consultancy Company
Dates	<b>2005 – 2012 Government of Serbia, World Bank funded Project</b>
1. Occupation or position held	<b>Monitoring, Evaluation and Communication Expert</b>
Name and address of employer	<u>Serbia Energy Efficiency Project, World Bank funded</u> • Co- Author (Second Author) of Communication Strategy – with tailored messages, tools and implementation schedule – Strategy commissioned by European Agency for Reconstruction
Dates	<b>2009 – 2012 Government of Serbia, World Bank funded Project</b>
Parallel Consultancy	<b>Monitoring, Evaluation Expert</b>
Name and address of employer	<u>Irrigation and Drainage Rehabilitation Project, World Bank funded</u> Contract: Ministry of Agriculture, Forestry and Water Management of Serbia, Directorate for Water of Serbia
Main activities and responsibilities	Project Cycle Monitoring, Project Impact and Sustainability Monitoring and Evaluation; Qualitative indicators field research; Communications' inputs
Dates	2011/2012
Independent/Parallel Consultancy	<b>Japanese Environmental Ministry and JICA in Serbia</b> -Nationally Appropriate Mitigation Actions (NAMAs) – initiated and supported by
Name and address of employer	ORICONSLT Japan and PACIFIC CONSULT Japan
Main activities and responsibilities	Assessment and design of FIT schemes in the context of a carbon price and assessment of potential accomplishment of CO2 reduction objective; Communication – provision of recommendations as to whether FIT arrangements could be introduced; identify any state or local regulatory and other barriers to the development of green technologies <b>MRV – Measurement, Reporting, Verification and Communication of Results to relevant peers and stakeholders</b>

Dates	2009	<b>Government of Montenegro, World Bank funded Project</b>
Parallel Consultancy		<b>Monitoring, Evaluation Expert</b>
		Montenegro Energy Efficiency Project
Name and address of employer		<b>World Bank</b> , Montenegro Energy Efficiency Project, World Bank funded
Dates	2009	
Name and address of employer		GLZ – Deutsche Gesellschaft für Internationale Zusammenarbeit Serbia/ B&H
Main activities and responsibilities		<b>Research on awareness of energy efficiency issues in SME's + Gender Analysis</b>
Dates	2009 – ongoing	
Parallel Consultancy		Energy and Energy Efficiency Analyst
Name and address of employer		<b>Austrian Energy Efficiency Agency, Vienna</b>
		Enercee Project and Portal <a href="http://www.enercee.net">www.enercee.net</a>
Main activities and responsibilities		Author and Editor of Energy Portrait of the Republic of Serbia; Author and Editor of Energy Portrait of the Republic of Montenegro
Independent Consultancy		<b>Independent Consultancy and Projects</b>
		<ul style="list-style-type: none"> <li>Lecturer on Vienna Sustainability Conference 2008: Sustainability M&amp;E Research and Institutional Influencing in Regard to Energy Efficiency – Parallel Monitoring and Evaluation</li> <li>Regional CSR Conference Belgrade 2009 – M&amp;E and Communication vs. Sustainability and CSR</li> <li>Significant public appearance: TV broadcasts, guest speaker, author of reportages on energy efficiency in public buildings</li> <li>Workshops – strategy implementation, change of public discourse and behavioral pattern</li> </ul>
Independent Consultancy		<b>March 2014,</b>
		Center for Equitable Regional Development CenTriR
Name and address of employer		<b>Funder EU – tender 02-CSF-S/2014</b>
Main activities and responsibilities		Methodology and Research conduction “ Participation of Civil Sector in Strategic Planning on Local Level”
Name and address of employer		June 2014, Center for Equitable Regional Development CenTriR
Name and address of employer		EU Exchange 4/2014
Main activities and responsibilities		Training on data collection and inscription of municipal property
<b>Work experience</b>		
Dates	2000 – 2005	
Occupation or position held		Market policy director
Name and address of employer		AGS d.o.o, Exclusive distributor of Nitto Denko NV Industrial products
Type of business or sector		Strategy and Market Policy
<b>Work experience</b>		
Dates	1997 – 2000	

Occupation or position held	Representative office market coordinator
Name and address of employer	Balli Group plc., London UK

## Education

Dates	1984
Title of qualification awarded	University Degree in Economics
Principal subjects/Occupational skills covered	Finance and Foreign Trade Economics
Name and type of organization providing education and training	University of Belgrade, Faculty of Economics
Level in national or international classification	MSc

## TRAININGS

Dates	2005
Title of qualification awarded	<b>Monitoring and evaluation expert</b>
Principal subjects/Occupational skills covered	Monitoring and evaluation
Name and type of organization providing education and training	<b>World Bank Institute</b>
Level in national or international classification	International
Dates	2005
Principal subjects/Occupational skills covered	Procurement / commissioning of consultants
Name and type of organization providing education and training	World Bank / Country Office Belgrade
Dates	2004
Title of qualification awarded	<b>International Diploma – Strategy and Communication</b>
Principal subjects/Occupational skills covered	Strategy Planning and Developing, Monitoring & Evaluation, PR tools
Name and type of organization providing education and training	<b>LSPR – London School of Public Relations</b>
Level in national or international classification	International diploma
Dates	2004
Title of qualification awarded	<b>National diploma for Public Speaking</b>
Principal subjects/Occupational skills covered	Public & Power Speaking
Name and type of organization providing education and training	Bovan Communications and Law Faculty of Belgrade

## Personal skills and competences

Mother tongue(s)	Serbian
Regional Languages:	Fluent speaking, communication, reading and writing
English:	Proficiency

### Languages # Additional

Consecutive Oral Interpreter from Serbian (Bosnian, Croatian) to/from English to Serbian Bosnian, Croatian)  
Interpreter/Translator for English – specialized for EU and International procedures and legislative framework; Health/Medicine (appointed translator and interpreter for Serbian medical Society), international energy, energy efficiency, telecommunication and IT issues; international and banking financial agreements and arrangements, etc.

### Technical skills and competences

Indicated in key qualifications

### Computer skills and competences

MS Office – Proficiency  
MS Project – Proficiency

### Associations' Memberships

Serbian Communications and PR Society  
Central European Initiative  
European Evaluators Society

### Publishing

Significant number of articles and contributions