

Anna Petkova

(olive oil sommelier, business strategist & developer, marketer, educator, local food traveller & promoter)



23 Y corporate experience in food multinationals (Nestle, CPW) in Bulgaria, Russia & Ukraine, at multiple roles in marketing, executive business management & new business project management

Expertise in business transformation, leading multicultural teams, identifying new business opportunities, business & teams restructuring, mentoring (2000-2018)

Life philosophy is centred around wellbeing & sustainable lifestyles, intuitive food & eating, local & seasonal food, protecting biodiversity (Nature & local communities), sharing knowledge

Interests & affinity go for businesses: sustainable local Food (growing & production), Hospitality, Health & Beauty, Education & Coaching, Self-development & relationships, Green energy



Master's degree in Economics/Marketing (UNWE'94), Olive oil sommelier certification (ICC & OOT education lab'18, NYC), WSET 2 award in wines & spirits (WSET London'16); olive oil masterclasses with O'live & Italy (2016-2021) & meeting the producers (Crete, Peloponnese, Chalkidiki, Pelion, Turkey, Croatia, Italy, Spain)

Key career & personal development milestones:

May'18 – today: leading own educational platform My Pure Olive® with focus on growing the extra virgin olive oil & food culture; olive oil masterclasses @DiVinoTatse Bulgarian wine forum; olive oil instructor @HRC academy for culinary arts & professional chefs; "Olive oil & artichoke" column writer @Bacchus gastronomy magazine; author of "Sun & Olive Oil/ Stories and recipes about fascinating flavours of the Mediterranean/; WIOO (Women in olive oil) country representative

Sept'10 – Apr'17: Country business manager @CPW Bulgaria & Adriatic region ('15-'17) reshaping & scaling up the business in Bulgaria (new category of breakfast cereals development), restructuring the business model in Adriatic & leveraging all Balkans (teams, commercial model, investments)

Jul'06-Apr'10: Marketing manager Confectionery @Nestle Russia; '06-'08 (1,5Y) leading a new premium chocolate business project & multifunctional team; '08-'10 (2,5Y) reshaping the Tablet & Gifting business (250 mio CHF) to sustainable growth & market share gain via innovation & focus

Dec'99 – Jun'06: Marketing manager of Nestle Bulgaria, P&L all businesses & responsibility for redefining the business model (up-scaling & market share gains, marketing function & category teams set-up, new business development & innovation, new market category key strategic launches)

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<https://www.instagram.com/mypureolive/>; <https://youtu.be/xdUOkO1YmTU>; shorturl.at/vwMY4

