



Nina Angelovska

Former Minister of Finance. Co-founder and Entrepreneur.
UNCTAD eTrade for all Advocate. Forbes 30 Under 30. PhD in Management
Vast experience in private sector, NGO and public sector

Experience

Minister of Finance at Government of the Republic of North Macedonia – Aug 2019 - Aug 2020

Headed the public finances of North Macedonia during the biggest crisis in history. Co-created three sets of economic and fiscal measures aimed at mitigating the negative effects caused by COVID-19. Put forth strategic initiatives and measures to fight the grey economy in the spotlight for prospering and speeding up reforms. Drafted a new Organic Budget Law that incorporates the setup of an Integrated Financial Management Information System. Introduced significant regulatory changes and implemented dozens of Law amendments and Decrees during the COVID Emergency state.

CEO & Co-Founder at GROUPER.MK – 2011-2019 [Co-Founder 2011-Present]

Headed the leading e-commerce company in Macedonia that launched when less than 1% of the population was buying online and transformed the e-commerce industry in the country. Many challenges and obstacles were on the way: lack of habit for online buying, small share of payment cards in circulation, safety concerns and lack of trust in buying online, lack of skills and adoption of new trends among merchants and non-existent supply from other e-commerce companies. The well-structured marketing strategy and its implementation and the hard work and dedication were crucial for Grouper's tremendous success in chaining the e-commerce market, the mindset of merchants and the habits of over 200K young and elder users that embraced online shopping.

Co-Founder, Board Member & President at Macedonian E-Commerce Association – 2017-Present

Launched and headed the first women's E-commerce Association in Macedonia. The goal of e-commerce Macedonia is to support the interests of e-commerce companies, contribute to the knowledge and diffusion of e-commerce, including related services and technologies, and to bring down the barriers that limit the development of the sector. Through activities as diverse as lobbying, legal & fiscal support, training and research, the organization aims to build strong e-commerce environment in Macedonia.

Contributor at FORBES – 2018-Present

Occasionally writing stories about e-commerce, marketing, entrepreneurship and lifestyle.

Professional Fellow, COLEMAN ENTREPRENEURSHIP CENTER at DePaul University, Chicago, Illinois USA – April-May 2018

[Tech Innovation and Entrepreneurship Professional Fellows Program Administered by WorldChicago, sponsored by U.S. Department of State]

Guest Lecturer at Strategic entrepreneurship classes. Mentoring and advising students at DePaul University. Researching business models and action. Working with Assistant Director on helping to develop & launch incubator for Women in Entrepreneurship at DePaul, visiting and participating in entrepreneurship activities of other ecosystem partners in Chicago including 1871, 1010 and 101.

E-Business Consultant to CEO at MAKEDONSKI TELEKOM – Nov 2017 - April 2018

Performing in-depth AS-IS analysis of the existing customer facing solutions, processes, IT solutions and other elements supporting the e-business and providing proposals for improvement and development of new innovative e-business models and products which will lead the e-transformation of the company. Preparing action plans and acting as a project manager in the organization.

Speaker, Trainer and Mentor – 2012-Present

Frequent speaker at professional conferences, universities, academies, tv-shows and various thematic official and unofficial events aiming to motivate and share experience and expertise. Spoken to over 300 events.

Mentored and trained young Entrepreneurs at Impact Hub Skopje, Social Impact Award, Newmans Business Accelerator, Trainer at Brainster Marketing Academy.

Teaching Assistant at University “Ss. Cyril and Methodius”, Faculty of Economics, Skopje, North Macedonia – 2009-2010 [3 semesters]

Teaching classes for Mathematics for Business, Statistics and Web Design.

Experience in Boards

Member of Advisory Board at Ecommerce Foundation – 2018-Present

Board Member at Economic Chamber of Macedonia – 2019-Present

Member of the **Digital Forum of the Republic of North Macedonia** – 2019-2020

Board Member at EMOTA, the European Ecommerce and Omni Channel Trade Association – 2018-2019

Education

University “Ss. Cyril and Methodius”, Faculty of Economics, Skopje, North Macedonia

Doctorate Degree, PhD in Organizational Science and Management, 2016

Master Degree in e-Business Management, 2012

Bachelor Degree in e-Business, 2010

Honors and Awards



- UNCTAD eTrade for Women Global Advocate, NY, USA, Sept 2019-Present

- Forbes 30 Under 30 Honoree in Retail & Ecommerce, Europe 2018

- Named as one of "The 5 persons who left a dent in 2016", N.Macedonia, 2017

- Chosen in 100 Female Startup Founders Europe, TheHundert, Berlin, Germany, 2016

- Selected among the 55 Most Successful Women in Macedonia, N.Macedonia, 2015

- Student of the Year at Faculty of Economics, Average Grade 9.94, 2010

- Frank Maning Award for student of the generation for social science, 2010

- Won 2nd prize at BCC (Balkan Case Challenge) competition, WUS Austria, Vienna, 2010

- Won 1st prize at National Competition for most innovative business plan, by National

Center for Development of Innovation and Entrepreneurial Learning, N.Macedonia, 2010

- Won 3rd prize at Macedonian Entrepreneur Business Plan Competition, Junior Achievement Macedonia, N.Macedonia, 2008

Skills Strong management and organizational skills. Project Management. Digital trade and digital technologies. E-commerce, e-business and other “e” fields. Gamification. Marketing. Management. CRM. Sales. Entrepreneurship. Business Planning and Development. Financial Management. Leadership. Strategy. Analytical skills. Adaptability. Problem-solving. Public speaking.

Languages English (Fluent), Italian (Intermediate), Bulgarian (Intermediate)

Publications

Angelovska N. and Pulevska Ivanovska L. (2019). New E-Commerce Business Models Can Boost Its Development: Case Of North Macedonia, *Interdisciplinary Description of Complex Systems*, 17(4), 753-762,

Angelovska N., Josimovski S. and Pulevska Ivanovska L. (2019). Drivers that Impact the Merchants' Repeat Intention for Group Deal Promotions, *Managing Global Transitions*, 17(3), 221-238.

Angelovska N. and Angelovska J. (2018). Readiness, potential, actual state, barriers and recommendations for e-commerce development in the Republic of Macedonia, *Ecommerce Analysis Report, Macedonian Ecommerce Association, Skopje, North Macedonia, ISBN 978-608-66223-9-8.*

Pulevska Ivanovska L., Angelovska N., Josimovski S., and Postolov K. (2015). Retailers' evaluation of group deal promotions, in *Proceedings of BASIQ 2015 International Conference on New Trends in Sustainable Business and Consumption*, 18-19 June 2015, Bucharest, Romania Jointly organized by Business and Tourism Faculty, Amfiteatru Economic Journal and The Association for Innovation and Quality in Sustainable Business, 580-588.

Angelovska N. and Josimovski S. (2014). The Effects of Gamification: Case of Group Buying Site, in *Proceedings of International Conference on Applied Internet and Information Technologies ICAIT 2014*, October 24, Zrenjanin, Serbia, 145-148.

Angelovska N. and Pulevska Ivanovska L. (2014). The role of Group Buying Sites in Development of E-Commerce in Macedonia, in *Proceedings of International Conference on Applied Internet and Information Technologies ICAIT 2014*, October 24, Zrenjanin, Serbia, 149-155.

Angelovska J., Bilic Sotiroska S., Angelovska N., (2012). The Impact of Environmental Concern and Awareness on Consumer Behaviour, *Journal of International Environmental Application & Science*, Vol 7 (2) 406-416.

Selected Speaking Events - Horasis Extraordinary Meeting, Virtual Conference, October 2020

Spoken to 300+ events globally

- Women in Tech, Virtual World Tour, May 2020
- Central and Eastern European Forum, Euromoney Conferences, Vienna, January 2020
- The Economist, Paving the way towards prosperity, N. Macedonia, 2019
- 2019 Annual Meetings, IMF and WBG, Gender Smart Economics, Washington DC, USA
- UNCTAD E-commerce Week, Geneva, April 2019
- Russian Internet Governance Forum, Moscow, April 2019
- Ivanov School for Young Leaders, N.Macedonia, Feb 2018
- Forbes 30 Under 30 Summit, Bulgaria, Sept 2018
- Digital Summit Western Balkans "Are you ready for the Digital Revolution?", N.Macedonia 2018

- Summit of Small countries, *New Trends in Business*, Economic Chamber of Commerce, N. Macedonia 2018
- Economic forum, *The Macedonian Economy Between a Vision and a Dilemma*, Finance Think, 2018
- USAID Macedonia Leadership Conference, N.Macedonia, 2018
- Gamification conference w/ Gabe Zicherman, N.Macedonia, 2017
- All Web, Tirana, Albania, October 2016
- Startup Grind Skopje (Powered by Google for Entrepreneurs) March 2016
- Eight Conference on Payment and Securities Settlement Systems organized by National Bank of Republic of Macedonia, May 2015
- Macedonia2025 Economic Summit, Skopje, Macedonia, 2015

Projects

- Regional Masterclass for Ecommerce for Women in cooperation with UCTAD, 2019
- Chairman of the 1st Ecommerce Conference in Macedonia, October 2018
- Corporate Trainer at Vrabotuvanje, Oct 2017. Designed and implemented personalized sales training program for corporate and individual relationship officers at Ohridska Banka Société Générale
- Organized and chaired the first Gamification Conference in N.Macedonia, 2017
- UNCTAD workshop "Unlocking the potential of e-commerce in developing countries: Towards an action plan for an Aid for eTrade Initiative", Chateau de Bossey, Switzerland, February 2016
- Trainer at "General ICT Training & Entrepreneurship for Academic Staff from Nigeria" and "Entrepreneurship and Innovation for Leading Woman from Nigeria", Dubai 2015
- Know how project for Establishing and launching deal platform in Montenegro, 2013

Organizations

World Economic Forum, Member of "Western Balkans Competitiveness and Innovation Accelerator", 2019-Present
 Founding Member and Collaborator at Tailored Growth Network (TGN) by Swiss Entrepreneurship Program (Swiss EP) - SiwssContact, 2018
 Nike Ambassador, 2017-2018
 Mentor at Startup Weekend, 2017-2019
 Global Shaper 2014-2015