



(2) Election Manifesto and Personal Statement

Name of candidate: Maya Fadeeva Koleva, PhD



.....

Maya Koleva, PhD Head of Research & Insight, Commetric Ltd.

I ask the AMEC membership to vote for me and support my candidacy to become a Director of the AMEC Board for a second consecutive term.

Over the past two years, I had the honour to sit on the AMEC Board of Directors and was able to participate and contribute to Board initiatives and to learn from fellow Directors. Some of my contributions during the past term:

- helped organize an industry-wide effort to translate the 2020 update of the Barcelona Principles;
- started a project with local AMEC members to enhance our industry collective employer brand with university students;
- contributed with ideas on this year's AMEC Global Survey questionnaire;
- supported key AMEC initiatives including the Summit and Measurement Month.

Using my business and academic experience, these are the areas I believe AMEC needs to focus on and which would receive my support:

- **Diversity.** Employed by a British company, working with multiple clients in Europe, Middle East, North America and beyond, and native of Bulgaria, I have a multimarket perspective on the AMEC world. In the past 2 years, we had the most diverse AMEC Board of Directors and I am proud I was part of that. I believe this market and language diversity on the Board is reflective of our remit as a truly international industry organization.
- **AI and Machine Learning.** At Commetric I am responsible for overseeing how AI and NLP can be incorporated into our processes and client work, to ensure it enhances the insight we offer clients, and enable our teams to focus their efforts where most required to. I will use this experience and ensure this knowledge is shared to AMEC members for the collective benefit of our industry.

(2) Candidate Manifesto statement for the position of AMEC Director on the 2021 Board

- **Regulation and Copyright.** My 'past life' pre-media evaluation was in policy research and analysis – this is why I am particularly interested in regulation affecting our industry and I am eager to see AMEC become a go-to resource on copyright and data protection as applicable to our sector.

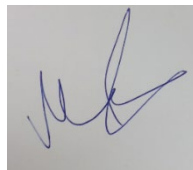
What I would bring to the AMEC Board. (Candidates can reference initiatives and contributions they have made to the media intelligence sector.)

- I would be honoured to sit on the Board of Directors for another term. With my multi-market perspective and diverse background, I am passionate about being an AMEC ambassador and bring its initiatives closer to as many markets and audiences as possible.
- This was the reason I put my energy in the project to set-up the translations of the Barcelona Principles 3.0 in over 25 languages, liaising with AMEC members from the European Chapter, APAC and Latin America, who provided voluntary time and effort for this translation effort during Measurement Month 2020. Commetric was among the top contributors to the project by number of translations provided.
- The amazing support of the initiative I saw across the AMEC community convinced me that we must strive to maintain this momentum. We need to continue making key AMEC resources accessible in multiple languages – with the dual goal to educate the marketplace and to provide educational resources for career starters.
- Furthermore, I am confident I can contribute with my professional experience, particularly in the areas of AI and NLP technology in the world of measurement and evaluation.
- Finally, I am also hoping to continue an initiative with local AMEC members and partners, interrupted as so much else by the COVID-19 pandemic – series of events for university students in Bulgaria, aimed at the employer branding of our industry and enhancing the profile of media and communication measurement as a desired career choice for graduates.

Despite an overwhelming feeling that 2020 has been a bit of a lost year in many ways, I feel many businesses, our industry included, learned to be even more cooperative, resilient and adaptive. I am looking forward to see how we as an industry and AMEC as our industry body transform as we move closer to a post-COVID world.

Electronic signature:

Maya Koleva



Date

19 November 2020

(2) AMEC Nomination paper for election to the 2021 board:



2) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	Maya Koleva
in the Board category for <i>(please circle one)</i>	Full
as a representative of <i>(name of company)</i>	Commetric
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Following a 11+ year career at Commetric (serving as a media analyst, project manager and her current position as head of research and insight) Maya Koleva has proven her outstanding expertise in the field of PR measurement and evaluation. During her first term as an AMEC Board Director Maya showed great commitment essentially helping to promote the goals of AMEC. I would like to underline Maya's exceptional organizational skills and enthusiasm she showed within the scope of having translated the Barcelona Principles 3.0. into a wide variety of languages and making them accessible online.
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	To follow later
He/she has given their consent <i>(please circle)</i>	Yes
My name is	Simon Gebauer
I am the representative of the Member company or individual named here.	OBSERVER
Date	11/13/2020
Signed	 »OBSERVER« GmbH Lessinggasse 21 A-1020 Wien +43 1 213 22 0  »OBSERVER«

www.observer.at | service@observer.at
FN: 33.784h | ATU 15973105