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Prof. Sofronija Miladinovski, PhD Sofronija Miladinovski is a full time professor at the Faculty of Tourism and Hospitality, Ohrid, Republic of Macedonia. His fields of research are: Principles of Marketing, International Marketing, Marketing Information System, Marketing in Tourism and Advertising. **KEY QUALIFICATIONS: (Relevant to the project)** □ Over 26 years of experience in the field of Marketing, International Marketing, Marketing in Tourism, Advertising and Education □ Over 14 years of experience in managing a University □ Over 16 years of experience in managing companies □ President of the Municipality of Kicevo, R. Macedonia, 6 years □ Over 7 years of experience in building capacities of tourism and cultural organizations through the elaboration of sustainable human resources development policies and strategy planning in Europe, including SEE EU candidate countries □ Extensive experience in building capacities in the field of tourism and in working with various governmental institutions and high-ranking officials@