



Mag. Christiana Mitcheva MA
Owner of Allegra Consulting e.U.
Senior Advisor at Arthur D. Little
Managing Partner Austria at Positive Momentum Ltd.

Main focus of consulting work

- ✧ Corporate Strategy
- ✧ Organizational Change; Change Leadership
- ✧ Sustainable Customer Relationships; Sales & Marketing
- ✧ Performance Management
- ✧ Business and Executive Coaching
- ✧ Digitalization with focus on the Financial Services Industry

Educational Background

- ✧ Christiana holds a Master Degree in International Business and Economics, as well as in Business Psychology and Organizational Behavior.
- ✧ She is a certified business coach, systemic approach (ACC)
- ✧ Member of the Academy of Management with related research in the field of Strategy, Management and Emotional Intelligence in Organizational Life

Professional background

- ✧ Over 15 years of international banking and consulting experience, mainly in Europe, including CEE and CIS countries, and the United States.
- ✧ Management consultant
- ✧ Business and executive coach, facilitator.

Relevant Experience in the area

- ✧ Over 15 years of experience in international corporate banking environment, working for Raiffeisen, Fortis Bank, BNP Paribas, consulting and supporting large multinational Corporates with their financial and strategic needs
- ✧ Christiana is a business coach and a change professional with significant practical experience in business and people transformation.
- ✧ Setting- and building up Corporate Clients Sales and Business Strategy for a leading European Bank, incl. Business development, Operational Efficiency and Organizational Development