

CURRICULUM VITAE

PERSONAL INFORMATION

Name **MIRJANA MILOSEVIC**

Bio Note
Media development expert with 10 years of experience in all facets of international media development - Expertise in all facets of international media development and proven track record of success in NGO and non-profit management. Experience in consulting on general strategy and management, sales & marketing, research, new business development, programming and product development of media companies.

Consultant for media development at the World Association of Newspapers and News Publishers (WAN-IFRA), global organization for the world's newspapers and news publishers. Previously held the position of the Deputy Director of Press Freedom and Development Programmes at WAN-IFRA. Former Director of the Belgrade Media Center, a major media support organisation and media meeting point in Serbia. Worked as a media analyst, media researcher and consultant for numerous organisations including OSCE, Media Diversity Institute, BIRN, and the Institute for Social Sciences and as a journalist in Serbia during the 1990's. Educated both in Serbia and the United Kingdom, holds a BA in Economics and Marketing, and an MA in Communication.

WORK EXPERIENCE

- Dates (from – to) January 2010 – present
- Name and address of employer **World Association of Newspapers and News Publishers, WAN-IFRA**
- Type of business or sector Media Trade Organisation, Press Freedom/Media Development
- Occupation or position held **Senior Consultant, Media Development Programmes**
- Main activities and responsibilities
Managing media development programmes of the organisation - <http://www.wan-ifra.org/microsites/media-development>. Developing media development policies and managing WAN-IFRA programmes related to enhancing and promoting the development of financially viable media in emerging markets such as:
 - [Developing Financially Viable Media In Emerging Media Markets](#) – Leading and managing the international research project looking at the factors that obstruct and factors that promote financial sustainability and economic development of independent media in emerging markets.
 - [Mobile Platforms for African Newspapers](#) – Leading the project testing, implementing and promoting innovative content production and delivery models through new technologies and new business models for newspapers in emerging markets and developing democracies;
 - [Social Investment as a Capital Financing Model for Developing Newspapers](#) – Creating policy and strategy documents for WAN-IFRA and its activities in the area of promoting social investment in media development - promoting the conviction that capital in the form of a formal investment rather than a grant can be more catalytic and valuable for many media organisations in developing world
- Dates (from – to) 2008 – 2010
- Name and address of employer **World Association of Newspapers and News Publishers, WAN-IFRA**
- Type of business or sector Media Trade Organisation, Press Freedom/Media Development
- Occupation or position held **Deputy Director, Press Freedom and Media Development**
- Main activities and responsibilities
Created, implemented and managed projects in the area of press freedom and media development, including setting policy, lobbying and fundraising in the area of business development of media in emerging markets. Contributed to initiating and developing a strategic partnership between Sida and WAN-IFRA, leading promotion and development of social investment programmes, and among other activities, assessment and professional advice and support to media businesses in developing countries.
- Dates (from – to) 2006 – 2008
- Name and address of employer **Media Center Belgrade**
- Type of business or sector Media, Media Development
- Occupation or position held **Director**
- Main activities and responsibilities
 - In charge of general management of the organisation, managing all functions: services and operations, media development projects, research activities and new media development, finances, administration and marketing.
 - Managed the team of 20 staff members and a yearly budget up to 1 million euro (twofold turnover increase in two years). Led planning, business development, fundraising and sponsorship deals.
 - Maintained the image of the Media Center as major media support organisation and media meeting point in Serbia, while developing it as a market leader in media event management with more than 500 events per year. As a Director of the Host Committee, successfully led and managed the organisation of the [IPI Congress 2008](#), one of the biggest media events ever organised in Serbia.
- Dates (from – to) 2004 –2008

<ul style="list-style-type: none"> • Name and address of employer <ul style="list-style-type: none"> • Type of business or sector • Occupation or position held <ul style="list-style-type: none"> • Main activities and responsibilities 	<p>Institute of Social Sciences, Center for Political Studies and Public Opinion Research, Belgrade Research Institution Research Associate</p> <p>- As a media researcher conducted public opinion research, media research and analysis. Research methods included media content analysis, audience focus groups, audience surveys, interviews etc.</p> <p>- Published articles and book chapters include:</p> <p>"Media policy and media laws as development factors of the media industry" – author of the chapter in the book Media legislation, Dragan Veljovic (ed.), Pravna revija: Pravna revija no 7/08.</p> <p>"The Late Beginning of Digital Television In Serbia" – co-author of the research and author of the chapter in the book: Sukósd Miklós (ed.), Public Service Television in the Digital Age: Strategies and Opportunities in Six South-East European Countries. Media Center Sarajevo, 2008.</p> <p>"Media coverage of the Parliamentary elections" – author of the chapter in the book Parliamentary elections: circumstances and results, Srećko Mihailović (ed.), Službeni glasnik : CeSID (Center for Free Elections and Democracy) 2007.</p> <p>"University Journalism Education in Serbia" – author of the chapter in the book and co-author of the research. Published by the Institute of Social Sciences, 2007.</p> <p>"Education for Media Professionals" – author of the chapter in the book and co-author of the research of the same name. Published by the Institute of Social Sciences, 2006.</p> <p>"Electronic communications" – co-author of the chapter in the book Europeanization of Serbia: Monitoring the Process of Europeanization of Social, Economic, Political and Legal Space of Serbia. Fund for an Open Society, 2006.</p>
<ul style="list-style-type: none"> • Dates (from – to) • Name and address of employer <ul style="list-style-type: none"> • Type of business or sector • Occupation or position held <ul style="list-style-type: none"> • Main activities and responsibilities 	<p>2002 - 2004</p> <p>OSCE, Mission to Serbia and Montenegro International Governmental Organisation Media Development Expert</p> <p>- Author of the report on international media development assistance programmes in Serbia, with comparative analysis of strategies of international organisations, agencies and representations active in the media field with recommendations for future actions.</p> <p>- Drafted media development strategies and projects for OSCE. Monitoring, reporting and briefing and developing policy for media in Serbia and Montenegro.</p> <p>- Provided advisory expert assistance to national and local media. Co-ordinated technical assistance to the state broadcaster Radio Television Serbia to transform into a public broadcasting service.</p>
<ul style="list-style-type: none"> • Dates (from – to) • Name and address of employer <ul style="list-style-type: none"> • Type of business or sector • Occupation or position held 	<p>2000 – 2010</p> <p>MDLF, OSCE, OSI, Media Diversity Institute, BIRN, Independent Journalist Association of Serbia... Media Development Consultant</p>
<ul style="list-style-type: none"> • Dates (from – to) • Name and address of employer <ul style="list-style-type: none"> • Type of business or sector • Occupation or position held <p>EDUCATION AND TRAINING</p>	<p>1995 – 2000</p> <p>Weekly VREME, Radio INDEX, Nasa Borba, Weekly NIN Media Journalist and editor</p>
<ul style="list-style-type: none"> • Dates (from – to) • Name and type of organisation providing education and training • Principal subjects/occupational skills covered • Title of qualification awarded 	<p>2001 – 2002</p> <p>Westminster University, London, UK</p> <p>Communication theories, political economy of media, media regulation and policy etc.</p> <p>MA in Communication</p>
<ul style="list-style-type: none"> • Dates (from – to) • Name and type of organisation providing education and training • Principal subjects/occupational skills covered • Title of qualification awarded 	<p>September 1994 – October 2000</p> <p>Faculty of Economy, Belgrade University, Serbia and Montenegro</p> <p>Micro and macro economics, management and marketing</p> <p>BA in Economics and marketing</p>