



# JASNA PAJKOVSKA, PHD

Executive Manager | Project Director | Gender Equality & Economic Development Expert

## Profile

Senior executive and project management professional with 15+ years of experience leading donor-funded, public sector and private sector development initiatives across North Macedonia and the Western Balkans. Proven track record in managing EU, USAID, UN Women, British Embassy and multilateral projects focused on SME competitiveness, women entrepreneurship, governance reform, green transition, skills development and institutional strengthening.


Recognized for building partnerships between government, chambers of commerce, donors, private sector companies, municipalities, academia and civil society. Strong expertise in strategy design, research, capacity building, mentoring, budget oversight and delivery of measurable impact.

## Core Competencies

- Project Management
- EU / Donor Funded Projects
- Women Entrepreneurship & Gender Equality
- SME Growth & Competitiveness
- Green Transition & Sustainability
- Public Administration Reform
- Research, Policy Analysis & Reports
- Stakeholder Engagement
- Capacity Building & Training Delivery
- Budgeting & Financial Oversight
- Procurement & Compliance
- Team Leadership & Operations


## Selected Career Highlights

- Managed and implemented 20+ national and international development projects.
- Led programmes supporting women entrepreneurs, youth employment and inclusive growth.
- Managed projects funded by EU, USAID, British Embassy, UN Women and Helvetas.
- Delivered training programmes for 1,000+ public administration staff.
- Developed business mentoring programmes for SMEs and start-ups.
- Led GreenProfit360 initiative supporting MSME green transition and resource efficiency.
- Produced high-level policy papers, analyses, strategies and reform documents.

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## Education

### PhD, Sociology of Organizations

Institute for Sociological, Political and Juridical Research, Ss. Cyril and Methodius University

### MSc, Human Resource Management

Ss. Cyril and Methodius University

### BA, Economics

Faculty of Economics, Ss. Cyril and Methodius University

## Language

- English (Professional)
- Other regional languages (working familiarity)

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## Leadership & Community Engagement

- Member of Rotary Club "Kiril i Metodij" – Skopje
- Founder and mentor of Rotary youth initiatives and Interact Club Vision
- Active supporter of youth leadership, community service and civic engagement programmes
- Additional V

## Additional Value

- Excellent presenter and trainer
- Strong donor communication skills
- Extensive network across institutions and business sector
- High-level analytical and writing skills
- Available for regional and international assignments

## Selected Recent Projects

- RECONOMY / Helvetas – Green transition for MSMEs and GreenProfit360 tool.
- Ministry of Environment – Green Future.
- British Embassy – Social entrepreneurship policy recommendations.
- USAID – Empowering young women for employment and leadership.
- UN Women – Gender responsive budgeting research and training platforms.
- Ministry of Public Administration – Generic PM trainings for civil servants.



## Work Experience

### Executive Manager/Owner

2023

#### Impact Wise Solutions DOOEL, Skopje

- Lead consultancy operations focused on economic development, project management and institutional advisory.
- Manage donor-funded projects in green economy, youth empowerment, women leadership and business development.
- Supervise proposal development, implementation planning, reporting and partnerships.

### Project Manager / Expert

2023

- Macedonian Chambers of Commerce

Key assignments:

2025

- SEBCoVE (Erasmus+) – Smart Electricity for Buildings / vocational excellence.
- GROWTH 4 BLUE (EU IPA ADRION) – blue economy innovation and employment.
- INNOFEIT EDIH – digital collaborative platform coordination.
- Women leadership and entrepreneurship ecosystem development.

2017

### Senior Expert / Project Manager

- Centre for Change Management (CCM)

Selected assignments:

2023

- Women entrepreneurship and COVID recovery programmes.
- Parliamentary ethics code and governance reform initiatives.
- Functional analyses and institutional restructuring projects.
- Public administration digitalisation and strategic communications.
- Cross-border women microenterprise development projects.

### HR / Operations / Finance Management Roles

#### Private Sector Companies

2007

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2017

- HR management, finance administration, operational planning and business development.
- Organisational structuring, staffing, budgeting and market analysis.