

CURRICULUM VITAE

Personal data

Name: Luan Hoti
Date of birth: 21.03.1970
Place of birth: Pristina, Republic of Kosovo
Sex: Male
Civil Status: Married
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Education: Graduated Lawyer, MSc Management (undergoing finalising thesis)

Skills and Experience

- **Project Management**
- **Market System Development**
- **Youth Employment/Skills Development Expertise**
- **Market research and Value chain analysis**
- **Project evaluation**
- **Marketing (marketing strategy development, product positioning, communication and promotion channels)**

Carrier summary

I have, almost 18 years of experience in different development projects with focus on employment of the vulnerable groups through promotion of the Value Chains (horticultural sector), and promotion of the informal skills development with application of the inclusive market systemic approach through working with system actors in the local and national level.

The experience in the private sector (running the private business for almost 10 years) allows me to share the practical knowledge to the different market system actors in easy implementation of several approaches for achieving the desired development objectives with focus on the employment of the vulnerable groups e.g. youth, women and minorities.

Strong managerial skills gained through practical work and attending different courses enabled and helped me to implement successfully the creative ideas for better functioning of the overall market system of the sectors with employment potential.

Along to the managerial skills, key competences in communication in native language as well in foreign languages, support me to express and interpret easy the different development concepts to the different stakeholders of the sector through, promotion of the multi - ethnicity, gender balance, and bringing people together in a fragile society.

Working experience:

Position/Project/Donor	Period	Objective/Achievement
Consultant at Helvetas Swiss Intercooperation Kosovo	01.01.2019	Administrative closure of the project S4RE, Finalising the end of the phase report, facilitating the work of the external auditors.
Project Manager Skills for Rural Employment (S4RE) Phase II	01.01. 2016 31.12.2018	Change of the project approach from direct intervention toward facilitative approach with strong focus on deepening (sustainability) and expanding (scale) the impact achieved around innovative

Donor: Medicor foundation Lichtenstein and Helvetas		models and solutions in phase one. Managing successfully the team of the 5 local staff members. Local and national institutions (project partners) recognise the importance of the project through coo finance of the project activities.
Project Manager Skills for Rural Employment (S4RE) Phase I Donor: Medicor foundation Lichtenstein, Julius Bear and Helvetas	01.01.2013 31.12.2015	Successful start-up of the new project in Skills Development with overall goal enhancement of the youth employment from the rural areas. New project with new methodology and new approach. Management of 4 local staff and 10 field facilitators in 4 different municipalities.
Project Manager Inception phase of the Project Skills for Rural Employment (S4RE) Donor: Helvetas	01.09.2012 31.12.2012	Developing the Project document which was delivered to the potential donor for finance of the 3 years' project (S4RE) with the budget of CHF 1.4 mill.
Deputy Project Manager, Horticultural Promotion in Kosovo (HPK), Helvetas Swiss Intercooperation, Donor: Swiss Agency for Development and Cooperation (SDC) and Danish International Development Agency (DANIDA)	01.06. 2011 31.12. 2012	Managed to maintain high motivation of the staff until the end of the project, successful closure of the project. Supported all the staff to develop the individual perspectives beyond 2012. Successfully management of the grant scheme. Developer and promotor of the product aggregation strategy through facilitation of several collection centres all around Kosovo, functional even beyond project presence.
Marketing and Communication Officer Horticultural Promotion in Kosovo (HPK) Intercooperation Donor: Swiss Agency for Development and Cooperation (SDC)	01.01. 2002 01.06. 2011	HPK become key player – driven force within the horticultural sector. Market driven approach promoted within main system actors. Facilitation of the successful market linkages, through participation to the different international fairs and organising B2B meetings.
Market analyst - Intercooperation- Swiss Project for Horticultural Promotion (SPHPK) Donor: Swiss Agency for Development and Cooperation (SDC)	01.03. 2001 31.12. 2001	Identification of real market demand. Established strategy for successful linkages between producers and market actors. Conducting several market studies.
Marketing & Sales manager “Hoti-Commerce” Own company	1992-1998	Build solid customer base of retail and wholesale clients. Strong market position in the local market through continues supply of more than 100 different clients (retail and wholesale) with different dairy products.

Language skills:

	Speaking	Reading	Writing
Albanian (mother tongue)	excellent	excellent	excellent
English	fluent	fluent	fluent
Serb- Bosnian - Croatian	fluent	fluent	fluent

Other skills:

Microsoft office (Word, Excel, Power point, Outlook)

Studies, survey and analysis¹:

- From providing “direct solutions” to taking up a “facilitative” role: the case of opportunity group methodology in Kosovo, (June 2017)
- Making Horticulture markets more competitive - Intervention report (June 2012)
- Product Aggregation and Market System Development (May 2011)
- Case study – Agrocelina case study (June 2010)
- Case study – Mamusha collection centre (June 2010)
- A vision for the Fruit and Vegetables marketing channels in Kosovo, (March 2010)
- Feasibility study on Collection Centre for F&V in Mamusha, (November 2009),
- Assessment of Market Information System (MIS) in Kosovo and Strategy to Improve the Current System, (May 2009)
- Fruit and vegetable market structure study, (October 2008)
- Balkan market overview for fresh fruit and vegetables (2007).
- International trade of fresh fruit and vegetables (2004, 2005, 2006, 2007, 2008).
- Crop market profiles (tomatoes, onions, carrots, strawberries, apples, cucumbers, watermelon, and lettuce).
- “Value Chain Development for Vegetables”, Intercooperation- SPHPK, February 2005
- “The Market for Fruit & Vegetables in Kosovo and Balkan regional market study”- Intercooperation-SPHPK, August 02
- ” Consumption habits and purchasing behaviours for fresh fruits& vegetables in Kosovo”- Intercooperation-SPHPK, September 01
- “Quick market Survey - Assessing the market potential of winter vegetables grown in Kosovo”- Intercooperation- SPHPK, July 01

Evaluation of the projects:

- Internal evaluation:” Kosovo-Swiss Dairy Project” - Swisscontact, December 2003

Delivered trainings to other institutions and organisation:

- Principles of marketing and rapid market appraisal, March 2005 and April 2006- “Hareja” - woman association Rahovec
- Marketing of soft fruit product, December 2004, EU SAS Marketing project.
- Principles of marketing, Modular training conducted by HPK, to the actors of the sector, September 2003.

¹ Direct and indirect participation

Training Courses attended:

Training	Organised by	Timing	Trainers
"Business Coaching Diploma"	PWC – Belgrade, Serbia	November 2018- March 2019	Price Water Coopers (PWC)
"Measuring Results for Sustainable Private Sector Development (DCED) Bangkok, Thailand	Hans Posthumus Consultancy (HPC)	February 2015	Hans Posthumus Consultancy (HPC)
"Leadership and People Management"	MDF, Ede, the Netherlands	12 to16 November 2012.	MDF, the Netherlands
"Making Markets Work" M4P	The Springfield Centre, Glasgow, Scotland	4 to 17 of September 2011	The Springfield centre
Business Objectives and Management Ratios, Accounting, Costing and Pricing, Business Law	American University of Kosovo	March 2008	European Business Competence Licence
Marketing and Sale planning	ABU APMP - Kosovo	April 2005	John Millns ADAS
Marketing Management, EU funds management and Clienting	WIFI-Wiena	May- November 2004	Dr.Ernst Langer Dr.Willma Kovarik
Seminar on introduction to Law	Swiss Agency for Development and Cooperation -SDC	02 December to 03 December 2003	Dr.Judith Knieper
Communication skills- Modular training	Intercooperation	21 st of march 30 th of march 2003	Hans Oppliger ,Dipl.Ing.Agr.ETH RhyTop-Rheinhof CH
Marketing & Business Administration Of dairy	Kosovo Swiss Dairy Project	February 21 st - 22nd	Daniel Sager (Swisscontact/Meta-Sys AG)
External and Self-Evaluation in International Co-operation Projects	Swiss Agency for Development and Cooperation -SDC	October 15 th - 17 th 2002	Dr.Samuel Waelty/NADEL Ruedi Baumgartner
Market economy	Swiss Agency for Development and Cooperation -SDC	September 09 th -11 th ,2002	Frederike Gahm-Peterlowitz
Farmer Organisation and Marketing	Intercooperation/ RhyTop-Rheinhof CH	April 21 to 29 2002	Hans Oppliger ,Dipl.Ing.Agr.ETH
Training on Business Planning	Swiss Agency for Development and Cooperation -SDC	February 11 to 15 2002	Karl Locher & Andreas Ragaz / SOFI
Marketing of Agriculture products	IFDC	December 10 to 12.2001	Dr.Czaslaw Nowak Dr.Josef Kania
Principles of Marketing	Swisscontact	November 01 to 03.2001	Prof. Marc Guettinger
Training for Facilitator	Swiss Agency for Development and Cooperation -SDC	October15 to 19,2001	Tonino Zellweger & Thomas Pfister /LBL
Project monitoring	Swiss Agency for Development and Cooperation -SDC	September 2001	Dr.Walter Egli & Dr.Samuel Waelty / NADEL

Project Planning	Swiss Agency for Development and Cooperation -SDC	July 2001	Dr.Walter Egli & Dr.Samuel Waelty / NADEL
Marketing Management	Swisscontact	June 2001	Mesut Muharremi

References:

Heini Conrad – (former country director of Helvetas Kosovo) heini.conrad@bluewin.ch

Stuart Pettigrew – (International advisor on private sector development) agdynamics@gmail.com

Johann-Peter Porten – (Senior advisor for skills and education Helvetas) peterporten@gmail.com

Sylvain Roy – (CEO of CNFA) sylvainr80@hotmail.com

Robert Berlin – (former project manager of HPK project a SDC project implemented by Helvetas) rberlin@swissinfo.org

Lionel Giron Team (leader for South Asia programs Helvetas) lionel.giron@helvetas.org