

Program Director of Master Program in [Management in the Performing Arts and Industries](#).

Prof. Varbanova has professional experience as a consultant, lecturer, researcher and manager in over 60 countries. She has been a full and visiting professor at prestigious universities and training centers in Europe, Canada, the Caucasus, Central Asia and North Africa. Her professional portfolio focuses on cultural policy development and management strategies, entrepreneurship and innovation, economics and finance, project management, organizational development and online technologies, with a special focus on the arts, culture and creative industries.

Prof. Varbanova offers consulting and research services to government agencies, foundations and non-profit organizations, as well as start-up entrepreneurs. She is often invited as a speaker and moderator of international forums in the field of culture, arts and creative industries. She is the creator of several national and international educational programs and modules in the field of management of the arts and creative industries, as well as initiator and director of the first academic program in this field in Bulgaria.

Prof. Varbanova has received a number of academic awards, among them: European Award for Teaching "Dragan Klaich", FULBRIGHT scholarship, Japan Foundation scholarship, NATO post-doctoral scholarship, scholarship of the Webb Memorial Trust, Oxford and others.

Prof. Varbanova is an active member of several international professional networks. She is a regular visiting professor at the University of the Arts in Belgrade, [Sibelius Academy](#) in Helsinki and the [Hassan II university](#), Morocco. She is an expert and external evaluator on several European Commission programs and member of the international expert group for the implementation of [UNESCO Convention on Cultural Diversity](#).

Prof. Varbanova is the author of a number of publications and textbooks, including: [International Entrepreneurship in the Arts](#) (2016) and [Strategic Management in the Arts](#) (2012), published by the international publishing house "Routledge".