

American Chamber of Commerce in Bulgaria  
Business Park Sofia, bld. 2, fl. 6,  
1766 Sofia, Bulgaria

November 6th, 2017

Dear AmCham Fellow:

This letter is intended to provide a concise outline of my motivation to stand as a member of the Board of Directors of AmCham Bulgaria. Furthermore, it is designated to depict my potential contribution to the future success of the Chamber.

I attach a brief summary of my biographical details and CV, which I trust provide a flavor of the experience I would bring to the Board.

My first exposure to the American culture and values was during my study in the American University in Bulgaria in 1992. Fascinated by the opportunities provided by the American education system, I logically continued my education on American soil, graduating the Suffolk University in Boston in 1997, where I also served as a teaching & research assistant to the head of the Master of Science in Finance Department.

Putting all learnt into practice, I took the challenge of co-funding the Telelink group of companies in 2001. Currently I am the majority shareholder of the group, which has grown from a subcontractor to a leading system integration company in South East Europe with considerable expertise in the development of wireless networks, system integration and security and automation systems. Striving to deliver world-class solutions, the company has grown by providing solutions based on products from world leading vendors, not surprisingly with American origin, like Motorola, IBM, CISCO, MicroSoft, VMware, with which we have achieved one of the highest levels of partnership relations in the region.

Firmly believing, that the encouragement of entrepreneurship and innovation is of paramount importance for the sustainable economic and social development of a nation, I took part in the foundation, and am currently a board member of [Endeavor Bulgaria](#). *Endeavor supports 1,250+ High-Impact Entrepreneurs from over 800+ companies with the help of 3,000+ local and global business executives. The organization operates in 25 emerging and growth market countries around the world. Endeavor Entrepreneurs have created 600k+ high-quality jobs and have generated \$8.2 billion in revenues for 2015.*

Leading a company, operating in the fast evolving and turbulent IT industry, I stand behind the AmCham recommendation stated in the White Paper: *2017 Policy Priorities and Recommendations* that: *“Bulgaria needs to raise awareness about the importance of the Digital Single Market and the benefits and opportunities it brings, both for business and society.”*

I have devoted significant efforts and resources to this cause by supporting and taking part in a number of thematic events such as:

- [Sofia knowledge city](#) - *“Cluster Sofia, a city of knowledge, combines the efforts of business with the intensive knowledge sectors with the municipality, research institutes, development, educational and financial organizations for transforming the city of Sofia from a traditional administrative capital into an Intelligent City. Through its activities, the cluster will support the*

*implementation of the Strategy for Smart Specialization and the more efficient use of the human and material resources of the city to develop a "knowledge economy" in Sofia."*

- [AmCham Bulgaria CEO Conference: Europe at the forefront of the Digital Transformation: Bulgarian Presidency of the Council of the European Union 02/10/2017](#)
- [The digital unconference Sofia 1.0](#) – *"Days before the start of 2018 Bulgarian Presidency of the Council of the EU, DNA will gather leading policymakers, disruptive technology companies and stakeholders in the digital ecosystem to brainstorm how Europe can build a digital society fit for the future. The Unconference, unlike the traditional conferences, is a participant-driven format which stimulates active participation of all the attendants rather than sticking to the specific roles of moderators and speakers. The expected outcome of the unconference sessions is to transform the collective knowledge into brief extracts from all the panels which will be shared with the EU Commission. With technological change occurring across Europe and worldwide it is time for the builders of ideas to return."*
- [WEBIT.FESTIVAL 2016](#) – *"WEBIT.FESTIVAL is gathering some of world's top enterprise leaders, Europe's top policy makers and the hottest startups and founders."*
- *Many others events and charity undertakings which I am ready to describe at length if necessary*

I believe that my skills and passion for supporting entrepreneurship and the digital transformation of the economy and society are well aligned with the AmCham vision and priority areas of interest. My continuing efforts will be focused on providing inspiration and motivation to as many business, government, NGO and academic institutions, as possible during the unavoidable transformation of society in the years of the Digital Revolution 3.0.

If elected to the Board, you can rest assured of my unwavering commitment to continue and further increase the success of the Chamber! It would be an honor to serve!

Sincerely yours,

Lyubomir Minchev