



Bojan Kordalov

Date of birth: 21/10/1981 |

Nationality: Macedonian/citizen of the Republic of North Macedonia | **Phone number:**

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● ABOUT ME

Senior expert in strategic communication, EU visibility, digital transformation and AI literacy, with 20+ years of experience in transforming complex narratives into widely understandable and engaging stories. Currently serving as Director of Policy and Communications at the European Centre of Excellence (ECE Brussels), where I lead initiatives focused on good governance, digital transition and EU integration.

500+ training sessions and capacity-building initiatives delivered across more than 15 countries over the past decade. During this time, I have contributed to more than 50 EU and international projects focused on strategic communication and capacity building, in cooperation with EU institutions, international organisations and national governments. These assignments include a strong public policy orientation, managing complex multi-stakeholder projects, designing public campaigns, and facilitating meaningful dialogue between civil society and public institutions.

365+ media contributions, interviews or public speaking engagements yearly, and direct mentoring of more than 10 young professionals each year.

● WORK EXPERIENCE

DIRECTOR OF POLICY AND COMMUNICATION – EUROPEAN CENTRE OF EXCELLENCE (ECE BRUSSELS) – 01/01/2024 –
Current – BRUSSELS, BELGIUM

Email: info@excellenceeurope.org | **Website:** www.excellenceeurope.org

Managing relationships with international organisations and representing the organisation at highest-level international stakeholder meetings and events, coordinating the policy, visibility and communication strategy, overseeing the public affairs strategy. Also, coordinating the Programme for Artificial Intelligence and media, digital and AI Literacy.

MEMBER OF EXPERT WORKING GROUP (EU AI ACT) – EUROPEAN COMMISSION - AI OFFICE, DG CONNECT –
01/11/2025 – Current – BRUSSELS, BELGIUM

Website: <https://digital-strategy.ec.europa.eu/en/policies/code-practice-ai-generated-content>

Contributing as an expert member to the Expert Working Group established by the European Commission's AI Office (DG Connect) on Transparency rules applicable to deployers of generative AI systems under Article 50(4) of the EU AI Act.

Representing the European Centre of Excellence (ECE Brussels) in the development of the Code of Practice on Transparency of AI-Generated Content, aimed at ensuring the responsible, transparent, and ethical use of generative AI across Europe.

SENIOR COMMUNICATION EXPERT – SD POLICIES LIMITED / DEVELOPMENT SOLUTIONS EUROPE – 01/02/2026 –
Current – BRUSSELS, BELGIUM

Senior Communication Expert for the EU-funded project "EU-Asia Cooperation on Competition and Subsidies Control", working in close coordination with DG COMP, the EU Delegation in Thailand and the Project team to lead Activity 5: Informative Materials and Stories.

In this role, I provide strategic communication leadership for the development of a high-level digital series of visuals, infographics and opinion pieces that translate complex competition and subsidies policy issues into accessible

narratives that will showcase insights and perspectives from both regions, making the cooperation accessible to a wider audience.

SENIOR EXPERT ON COMMUNICATION, VISIBILITY AND ADVOCACY – GOPA PACE – 01/02/2022 – Current – BRUSSELS, BELGIUM

Email: Carlos.Callejo@gopa-pace.com | **Website:** www.gopa-pace.com

Developing strategic communication documents on EU programmes and EU assistance and Growth Plan, creating training programmes and modules on EU communication and visibility, coordination thematic networks such on municipal digitalisation.

SENIOR CONSULTANT ON DIGITALISATION AND COMMUNICATION – LEPIDA – 01/10/2024 – Current – BOLOGNA, SKOPJE, ITALY

Business or Sector: Information and communication |

Website: <https://lepida.net/en/news/2024-08/we-are-ready-padrion-project>

Communication activities related to the EU/Interreg funded PADRION project components and results, drafting analyses on the state of digitalisation and digital transformation at local, national (North Macedonia), and regional levels, developing Action plans and Guidelines, incorporating best practices from international partnerships. Mentioned in [POLITICO](#) within this role for impactful contributions to digitalisation and communication strategies.

EU-REGISTERED EXPERT – EUROPEAN COMMISSION - FUNDING & TENDERS EXPERT DATABASE – 01/03/2024 – Current – BRUSSELS, BELGIUM

Registered in the European Commission's Funding & Tenders Expert Database (EX2024D912951) for the 2021–2027 programming period. Eligible to participate in evaluations, communication and visibility assignments, and advisory tasks under EU programmes such as IPA III, Horizon Europe, and the Digital Europe Programme. Main expertise: strategic communication, EU visibility, digital transformation, AI literacy, public policy, and EU accession communication.

STRATEGIC COMMUNICATIONS AND ADVOCACY CONSULTANT – JUNIOR ACHIEVEMENT EUROPE – 02/03/2020 – 30/12/2023 – BRUSSELS, BELGIUM

Business or Sector: Information and communication | **Email:** kristina@jaeurope.org | **Website:** www.jaeurope.org

Developing training modules and training delivery in the areas of public affairs, strategic communications and visibility for the targeted JA organisations in different European countries; Mentoring process of the implementation of the newly adopted advocacy, communication and visibility strategies for each organisation; Certification process of the respective JA organisations.

SENIOR CAPACITY BUILDING TRAINER – CPM CONSULTING INTERNATIONAL – 01/02/2024 – 28/06/2024 – TALLINN, SKOPJE, ESTONIA

Email: baraku@cpmconsulting.eu | **Website:** www.cpmconsulting.eu

Developing and realising training modules within EU funded project "EU for resilience" on the topics: 1) Communication and visibility, and 2) Resilient organisations serving local communities: Mobilised local communities; 3) Networking and partnership for joint future actions.

PRESIDENT OF THE EXECUTIVE BOARD AND PROGRAMME COORDINATOR – INSTITUTE FOR GOOD GOVERNANCE AND EURO-ATLANTIC PERSPECTIVES (IDUEP) – 01/05/2009 – 30/11/2024 – SKOPJE, NORTH MACEDONIA

Email: contact@iduep.org.mk | **Website:** www.iduep.org.mk

Leading the Executive Board and closely coordinates the Board of Directors including their policy reports and recommendations, Managing the strategic communication, and general public affairs work, Coordination of the overall activities for media, transparency, AI literacy and digitalisation.

Since 2009, he introduced the first Analysis for effective usage of social media by the public authorities and institutions in North Macedonia as one of the digital mechanisms for inclusion of the citizens and general audience in the decision-making processes on local, national and international level.

● OTHER RELEVANT EXPERIENCE

01/2010 – CURRENT

Senior Consultant

Key and Non-Key expert for various International organisations and their implementing partners: EU, USAID, UNICEF, UNDP, UNFPA, UNOPS, OSCE, NDI, IRI, IFES, WFD

Link <https://www.linkedin.com/in/bojankordalov/>

01/10/2025 – CURRENT

EU CyberNet Expert

Contributing to the EU CyberNet Expert Pool with expertise in cyber awareness, digital policy communication, AI literacy, and citizen engagement. The role focuses on helping bridge the gap between technical cybersecurity work and public understanding by promoting clear, trusted and inclusive communication frameworks.

Link <https://www.eucybernet.eu/>

01/10/2025 – 31/12/2025

Content and Policy Communication Contributor (EU-funded project – Pulse Z)

Contributing expert content and mentoring within Pulse Z, an EU-funded youth media platform supported under the Erasmus+ programme and implemented by Consortium led by Junior Achievement (JA Europe).

Link <https://www.pulse-z.eu/author/bojankordalov/>

02/2024 – 02/2024

Workshop facilitator

Workshop facilitator within the 4th "Bridging the Gap" event in the frames of #WBYL project organised by the European Parliament (EP), DG NEAR and the Regional Cooperation Council (RCC).

Link https://www.europarl.europa.eu/cmsdata/281261/Policy_conclusions_4th_YPL_Bridging_the_gap.pdf

10/2022 – 09/2024

External university lecturer

External university lecturer within the Faculty of Electrical Engineering and Information Technologies University "St. Cyril and Methodius", Skopje.

Previously, in 2010 and 2011 engaged as external university lecturer within the Law faculty in the European University, Skopje.

10/2021 – 09/2023

President of Digital Transformation Council for Western Balkans

Digital Transformation Council for Western Balkans (North Macedonia, Kosovo, Albania, Serbia, Montenegro) of the Heidelberg Institute-Skopje.

Link <https://ibmhs.eu/european-experiences-in-support-of-the-digitalization-process-in-the-western-balkans-the-digital-transformation-council-established-within-the-german-heidelberg-institute/>

● EDUCATION AND TRAINING

01/09/2018 – 20/06/2020 Skopje, North Macedonia

MA IN PUBLIC RELATIONS Faculty of Law, St Cyril and Methodius University Skopje

Address Goce Delchev blvd, 9b Skopje, 1000, Skopje, North Macedonia | Website <http://pf.ukim.edu.mk/> |

Final grade 9,75 of 10 | Thesis Transformation of the traditional model of medium in the digital age - Integrative approach

2000 – 2005 Skopje, North Macedonia

BA IN LAW Faculty of Law, St Cyril and Methodius University Skopje

Address Goce Delcev blvd, 9b, Skopje, 1000, Skopje, North Macedonia | **Website** <http://pf.ukim.edu.mk/>

12/01/2026 – 16/01/2026 Helsinki, Finland

COMMUNICATION IN CYBERSECURITY EU CyberNet Winter School 2026

Website <https://www.eucybernet.eu/eu-cybernet-winter-school-day-1-communications-in-cyber-crises/> |

Field of study Information and Communication Technologies

01/09/2018 – 30/09/2018 Skopje, North Macedonia

CERTIFIED TRAINER FOR MEDIA, INFORMATION AND DIGITAL LITERACY MIM

Address Jurij Gagarin str. no 17-1/1 Skopje, 1000, Skopje, North Macedonia | **Website** <https://mim.org.mk/en/>

2002 – 2003 Skopje, North Macedonia

SCREEN DESIGN, VISUALISATION AND COORDINATION OF TV AND RADIO PROGRAMS TRAINING CERTIFICATE OSCE – Media Development Unit

Address Blvd. 8-mi Septemvri no.16, 1000, Skopje, North Macedonia | **Website** <https://www.osce.org/mission-to-skopje>

● LANGUAGE SKILLS

Mother tongue(s): **MACEDONIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
GERMAN	B1	B1	A2	A2	B1
CROATIAN	C1	C1	C1	C1	C1
BULGARIAN	C1	B2	B2	B2	B2
SLOVENIAN	A1	A1	A1	A1	A1
SERBIAN	C1	C1	C1	C1	C1
MONTENEGRIN	C1	C1	C1	C1	C1
BOSNIAN	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● SKILLS

Microsoft Office | Good listener and communicator | Microsoft Word, Microsoft Exel, Microsoft PP, Outlook, Zoom, Google Drive, Photoshop | Social Media | Zoom | Google Drive | Outlook | Adobe (Photoshop, InDesign, Dreamweaver) | Content creation in Moodle and Wordpress | media and information literacy | principles of artificial intelligence

● DRIVING LICENCE

Driving Licence: B

● PUBLICATIONS

2026

[EU4M Handbook Series \(IPA III\) - Strategic Communication and EU Visibility Lead](#)

Publisher: EU-funded Programme "EU for municipalities"

2025

Countering Youth Euroscepticism in the WB: The Case of North Macedonia

Publisher: ECE Brussels, FNF, IDUEP Institute

2024

Digital marketing for SMEs

UNDP

2023

Digital transformation in higher education

IRI and IDUEP

2022

Education of Young Voters

OSCE e-learning course

2022

What Is local government and how it is elected

OSCE e-learning course

2022

Digital transformation into e-municipalities Manual - How to practically bridge the gap between citizens' expectations and available public services?

FNF and IDUEP

2020

Voter's Manual - How to communicate with young voters

OSCE

2014

Social responsibility through Social media

FES