

## **Curriculum Vitae: Mojca Frančeškin**

Mojca Frančeškin is consultant and coach with 15 years of experience in global hi-tech and scientific markets. She graduated in International Relations and Diplomacy at the University of Trieste, Italy. The access to the wide variety of social science and humanistic knowledge and the experience of coexistence and communication within a multi-ethnic group of students and professors quickly enabled her a successful entry into the global business world. She was head of marketing and sales at Instrumentation Technologies and was a member of the board for strategic developments. The company was involved in producing state-of-the-art electronic instrumentation for the most advanced large-scale research infrastructures in the world. Presently she works as a technology transfer consultant at Elettra Sincrotrone Trieste. She has, in first person, negotiated the million euros contracts. Working with different companies and research institutions, she has a privilege to combine the best practices of both worlds and share them with the teams she works with. As lecturer and coach, she specializes in sales, negotiation and management and inspires with her expertise, great ability to listen and a wide array of real-world examples