

Albany proposes Gerry Osborne for the role of M&C Saatchi Campaign Manager. He is suited for the position because he has been working on strategic communication projects in the Baltic States for the past 2 years. As a result, he possesses a unique understanding of StratCom processes and networks in the Baltic States and has the ability to mobilize them to ensure the success of our proposed project.

Profile & Background:

Gerry Osborne joined the M&C Saatchi World Services Team, having completed 26 years commissioned service in the Army Air Corps in April 2015. As the UK representative to the formation of the NATO StratCom Centre of Excellence in 2014 he leveraged a wide network of contacts across Eastern Europe to deliver StratCom capacity building to the Ukrainian, Georgian and Moldovan Governments and was one half of a UK joint mission (MOD/FCO) to increase communications capacity in NATO HQ. Since leaving military service he has completed a COE project to map the StratCom capacity and capability of NATO member nations. Working on other donor-funded projects but without any conflict to proposed duties here.

Gender : Male
Nationality : United Kingdom
Languages : English, French

Key Skills: Project Management, Strategic Communications, Concept Development**Relevant Experience/Employment:****2015 – to date: Georgia/Moldova: M&C Saatchi, support to the NATO StratCom Centre of Excellence**

Main responsibilities: Gerry was selected by the NATO StratCom COE to deliver communications capacity building courses to senior Government representatives in Tbilisi and Chisinau.

2015 – to date: UK/Latvia: M&C Saatchi, support to HQ ARRC

Main responsibilities: as part of M&C Saatchi's framework partnership for Strategic Communications support to the NATO Allied Rapid Reaction Corps Headquarters Gerry delivers exercise support, training and research projects. Throughout 2015 this included working with the Staff to plan for and mitigate adversarial communications as the HQ prepared to deploy to Latvia in September 2015. Gerry has deployed as a Senior StratCom Advisor with the HQ in Norway and Latvia and helped deliver a three day strategic communications training package for 30 HQ staff.

2015 – to date: Pan NATO: Foundation Research for the NATO StratCom Centre of Excellence

Main responsibilities: on leaving the Army Gerry won a competed COE contract to deliver one of its most detailed research projects in its foundation year, to map individual NATO Nations' StratCom capability and capacity. His research spanned 11 NATO nations and he developed a behavioural model to account for possible national nuances in the interpretation and delivery of StratCom as a function of military strategy. His final report was briefed to the NATO Bi SC Conference in Lisbon in October 2015 and can be found at: <http://www.stratcomcoe.org/mapping-stratcom-practices-nato-countries-0>

2013 – 2014: MOD Lead Project Officer for the Establishment of the NATO StratCom Centre of Excellence

Main responsibilities: as the Military strategic Effects lead for NATO StratCom, Gerry identified an opportunity for UK thought leadership early in establishment of a NATO COE in Riga. By identifying to senior leaders the need to place communications at the heart of Strategy in the face of adversarial capability from IS and Russia, he secured manning liability for UK placement within the COE as a founder nation and became the UK member on its steering committee. The centre has since been formally established by NATO and was mentioned at the Wales Summit in 2014 as a critical component of NATO's future outlook. He has an unparalleled network of contacts within the centre and the Latvian government.

2012 – 2014: UK MOD Military Strategic Effects Desk Lead for Libya, Falkland Islands, Russia/Ukraine and Eastern Europe

Main responsibilities: rising to the role of Assistant Head StratCom, Gerry's staff lead for influence across the above named countries required him to construct Strategic Communications Frameworks, for all planned military activity. He redesigned the structure of these frameworks to ease cross government and operational delivery and set up cross government working groups to help align strategic objectives, from which he has drawn inspiration to develop the *oacom*™ planning loop. A regular lecturer and advisor to the UK Defence Academy, NATO, FCO, allied and partner nations and the architect of key StratCom capacity building projects in Ukraine and Georgia, Gerry's network and influence across these regions is unmatched.

Education/ Awards:

2010: Graduate of Advanced Command and Staff Course, UK Defence Academy

1999: MA in Military Studies, Cranfield University

1988: BSc in American Management Science, University of Wales

Albany proposes Jelena Lohmatova for the position of a project manager in Estonia. She is suited for the role because she has over 13 years of experience managing community outreach and engagement activities in Ida Virumaa county and is fluent in Estonian, Russian and English.

Profile & Background:

Jelena Lohmatova is an experienced project manager with over 13 years of experience in community outreach and engagement activities in Russian-speaker-dominated city of Narva in Ida Virumaa county in Estonia. She has managed several EU-funded projects and currently serves as the head of Vita Tiim, a youth NGO that fosters multiculturalism and implements EU's lifelong learning program in Narva. At Vita Tiim her tasks include liaising with international partners and donors, coordinating NGO's public relations and project management (both financial and technical). Working on other donor-funded projects but without any conflict to proposed duties here.

Gender : Female
Nationality : Russian
Languages : English, Estonian, Russian

Key Skills: Minority engagement, Adult Education, International Education, Project Management, Intercultural Communication, Teaching and Training, Event Planning

Relevant Experience/Employment:

2014 – to date: Narva Keeltelütseum (Narva Language Lyceum), Project Coordinator

2013 – to date: NGO VitaTiim, Curator, Head of Organization

Main responsibilities: managing youth and community engagement initiatives and EU's lifelong learning program.

2011 – to date: LLC Vestifex, Owner, Curator, Educator

Main responsibilities: writing bids and managing projects, developing relationships with international donors, training Russian-speaking youth activists.

2011 – to date: Ahtme School, Project manager

2011 – 2012: NGO Evrika, Project manager

2011 – 2012: NGO Laine Development Centre, Project manager

2005 – 2011: Narva Vocational Training Centre, Development Manager

2003 – 2005: Narva Vocational Training Centre, Project organizer

2000 – 2004: Narva Vocational Training Centre, English language teacher

Education/ Awards:

2014: MA Andragogy, Tallinn University

2014: Estonia's Adult's Educator of the year, Ida-Virumaa Educator of the year

1999: BSc English Philology, Tallinn University

Completed training:

2014 - Menntaskólinn í Kópavogi - Non-formal methods in adult education (Erasmus+ programme), 40h

2014 - SA INNOVE – International Training, Guidance for mobility in the EU, Sweden (Leonardo da Vinci programme), 40h

2014 - The Estonian Chamber of Disabled People - Training youth workers in Estonia, 40h

2013 - Youth in Action programme – International training „SOHO training“, Greece

2013 - Youth in Action programme - International training „When Social Meets Rights“, Georgia

2012 - Youth in Action programme – International training „Competences for all“, Italy

2012 - Tercare LLC – Training for career specialists, 24h

2011 – Tallinn Pedagogy Seminar – Training program for Russian- speaking youth workers, 195h

2009 – 2010 Association of Estonian Adult Educators Andras ANDRAS – Andragogy Qualification Training, 400h

2009 – 2010 Tartu University – Mentorship training, 160h

2005 – Tallinn University – Management Course „Manager's professional competences“, 240h

Albany proposes Renata Kalivod for the position of project manager in Latvia. She has over 15 years of experience empowering Russian-speaking communities of all ages and fostering inter-cultural dialogue through project design and management and training. Furthermore, she has an extensive network of Russian-speaking activists and is fluent in Russian, Latvian and English.

Profile & Background:

Renata Kalivod is an experienced project manager and outreach trainer who specialises in intercultural learning and minority empowerment. She has long experience of developing, managing and running workshops and training for young people, youth leaders, volunteers and peer educators, as well as for those involved in youth work – teachers, youth and social workers and project coordinators.

This has resulted in the development of an extensive list of Russian-speaking activists who have become influencers among Russian-speaking minorities. She has developed and managed over 25 education projects and programmes and has worked with such donors as the British Council the Council of Europe, European Commission, Nordic Council of Ministers, and Latvian Government. Working on other donor-funded projects but without any conflict to proposed duties here.

Gender : Female
Nationality : Latvian
Languages : English, Latvian, Russian

Key Skills: Managing Projects, Developing and Delivering of Educational Training Programmes and Projects, Minority Outreach, Adult Education**Relevant Experience/Employment:****September 1999 – to date: Freelance Trainer**

Main responsibilities: as a freelance trainer, Renata has been cooperating with various non-governmental and public organisations in Latvia and Europe, creating, managing and running training programmes on youth work and minority engagement. She trained participants at the European Youth Forum, the British Council Latvia (Dreams+Teams project) and the National Agency for Erasmus+ programme.

She has over ten years of experience developing and running international trainings for young people and youth workers in the EU and Eastern Europe. Since 1999 she has been delivering approx. 15 to 20 national and international training programmes per year.

Additionally, Renata has been founder and board member for a number of association in Latvia, including the National Youth Council of Latvia (2002-2006).

2002 – 2006: National Youth Council Latvia, Board member

Main responsibilities: served as an honorary board member, where she was in charge of engaging organisations working with Russian-speakers and managed a training project on social entrepreneurship.

Education/ Awards:

2004: MA Philosophy, University of Latvia. Thesis on the Notion of Tolerance in the Theories of Multiculturalism

2002: BSc Philosophy, University of Latvia. Thesis on the Problem of the National Identity in the Russian Philosophy of XIXth and XXth centuries

Albany proposes Jelena Gaiducenia for the position of a project manager in Lithuania. She is suited for the role because she has over 6 years of experience managing community outreach and engagement activities designed for Russian-speakers in Vilnius and is fluent in Lithuanian, Russian and English.

Profile & Background: Jelena Gaiducenia is an experienced project manager with over 6 years of experience implementing and managing community outreach and engagement projects for Russian-speakers in Lithuania and abroad. She has managed over 15 EU-funded projects and currently serves as the chairwoman of Youth Initiative Group, a youth NGO that fosters multiculturalism and implements EU's lifelong learning program for Russian-speaking minorities in Vilnius. At the Youth Initiative Group, her tasks include liaising with international partners and donors and financial and technical management of on-going projects. Working on other donor-funded projects but without any conflict to proposed duties here.

Gender : Female
Nationality : Lithuanian
Languages : English, Lithuanian, Russian

Key Skills: Project Management (Financial And Technical), Minority Engagement, Adult Education, Youth Activist Training, Teaching and Training, Event Planning

Relevant Experience/Employment:

2010 – to date: Youth Initiative Group, Vilnius, Lithuania – Project manager/Chairwoman

Main responsibilities: organises social, educational and cultural projects for Russian-speakers in Lithuania and the EU, liaised with international donors, in charge of financial and technical administration and management of projects.

Relevant projects managed:

- 2015 – Youth Against Terror (Lithuania)
- 2015 – Culture and Media Production as a tool for integration (Czech Republic, Greece, UK)
- 2014 - Forum of the regional Lithuanian Russian-speaking organisations (Lithuania, Latvia, Estonia)
- 2012 – Forum of Lithuanian Russian-speaking organisations (Lithuania, Latvia)
- 2011 – Integration DREAM (Lithuania)

2010 – to date: Freelance Youth Work trainer

Main responsibilities: managed, planned and delivered over 20 training courses on informal education to youth and social workers, teachers and NGOs. The trainings were funded by the European Council, the EU Commission, Youth In Action program and the Lithuanian Government.

2009 – 2010: Visual Dream Factory, Vilnius, Lithuania – events coordinator

Main responsibilities: organised various large-scale cultural events in Vilnius – booked venues, arranged refreshments, collated attendee lists, sent out invitations.

Education/ Awards:

2015 – MA, Management and Administration, Lithuania's University of Educational Sciences

2013 – BSc Economics and Business Foundation, Lithuania's University of Educational Sciences

2013 – Youth Worker's certificate, Youth Workers' Competency Development Program through EU's Lifelong Learning Program

Albany proposes Donara Barojan for the position of project coordinator, and will work under the direction of Albany COO Simon Haselock. She is suited for the role because she has been in charge of Albany's network development in Eastern Europe for almost two years, during which she has fostered relationships with NGOs, media outlets, strategic communication companies, social media influencers and government officials in Lithuania, Latvia, Estonia and Ukraine.

Profile & Background: Donara Barojan is a Lithuanian-born strategic communication professional with an interest in countering Russia's propaganda in Eastern Europe. During her time at Albany, she has been in charge of company's network development in Eastern Europe and conducted extensive research on Russia's misinformation attacks on the Baltic States and Ukraine. Prior to joining Albany she has worked as a contractual political risk analyst at IHS Jane's Europe/CIS desk and completed an internship at the Lithuanian Mission to the UN Headquarters in New York during the country's tenure at the Security Council and the Ukraine crisis. Working on other donor-funded projects but without any conflict to proposed duties here.

Gender : Female
Nationality : Lithuanian
Languages : English, Lithuanian, Russian, Spanish

Key Skills: Relationship Building, Network Development, Research, Russia's Foreign Policy Analysis

Relevant Experience/Employment:

2015 – to date: Albany Associates International – Junior Associate

Main responsibilities: developed Albany's networks in Lithuania, Latvia, Estonia and Moldova; wrote a feasibility study on setting up a pan-Eastern European Russian-language channel to counter Russia's propaganda; assisted delivering crisis communication trainings for the EU border Agency Frontex in Warsaw, Poland; conducted target audience segmentation in Eastern Ukraine, Latvia, Lithuania and Estonia.

2014 – 2015: Albany Associates International – Intern

Main responsibilities: developed Albany's networks in Ukraine; wrote a research paper on Russia's information war in the Baltic States.

2014 - 2015: IHS Janes - Contractual Political Risk Analyst at Europe/CIS desk

Main responsibilities: forecast election results in Eastern and Central Europe (Moldova Parliamentary Election, Slovak Presidential election, Romanian presidential election, Ukrainian Presidential and Parliamentary elections) providing a daily morning overview of political risk-relevant developments in Ukraine, Moldova, Romania and the Baltic States.

2014: Lithuanian Mission to the UN Headquarters in New York - Security Council Intern

Main Responsibilities: Established media partnerships with national and international media to keep domestic and international public informed of Lithuanian mission's activities at the UN Security Council; drafted speeches, press releases, researched talking points and prepared background reports for UNSC meetings on the events in Ukraine and Open Working Group meetings on Sustainable Development Goals' negotiations.

2014: IHS Janes - political risk intern at Europe/CIS desk

Main responsibilities: monitored Ukraine's social media space to identify emerging political risk issues; provided an overview of daily risk-relevant factors in Europe and CIS countries; in partnership with the IT team produced multiple interactive maps of Eastern Ukraine indicating key mining and metallurgical assets in conflict areas.

Education/ Awards:

2015 – BSc International Relations, London School of Economics; thesis on Russia's information attacks on Ukraine during the Maidan Revolution

Relevant Publications:

Feasibility study for European Endowment for Democracy titled: *"The feasibility of setting up a pan-Eastern European Russian TV channel to counter disinformation attacks"* (2015)

Research paper titled *"Facing up to Russia's Information War in the Baltic States"* (2015) (published as Albany's Occasional Paper)