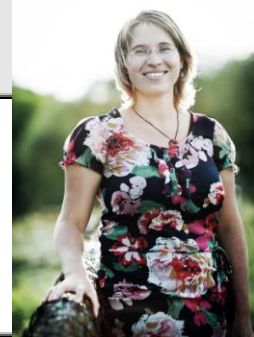


**Lenka Dobias Cerna, M.A.**  
**marketing & fundraising & corporate partnerships**



Permanent Address: Slepá I 100/21, 142 00 Prague 4, Czech Republic  
 Contact: +420 602 190 960, [lenkacerna111@gmail.com](mailto:lenkacerna111@gmail.com)  
 LinkedIn: [www.linkedin.com/profile/view?trk=tab\\_pro&id=72605445](http://www.linkedin.com/profile/view?trk=tab_pro&id=72605445)  
 Nationality: Czech  
 Webpage: [www.marketingfordevelopment.com](http://www.marketingfordevelopment.com)

**Education**

Sept 04 – Dec 05 **Institute of Social Studies, Den Haag, the Netherlands - MA in Development Studies** – Major in “Alternative Development Strategies”, minor in “Poverty Studies”  
Research Paper: The Role of Donor in Strengthening the Southern NGO Financial Sustainability – done for HIVOS, 2 month research in Uganda

2001 (4 months) **Makerere University, Uganda** – development studies, evening course (2 course units), Project Proposal Writing certificate

1998 – 2003 **University of Economics, Prague, the Czech Republic – bachelors degree**  
 International Relations and Trade

1993-1998 **Commercial Academy - A levels** - Czech, English, Economics and Accounting

**Certificates**

2013 PSAIT certificate (European Commission, security training in Pakistan)

2012 Anti-kidnapping concept seminar (Diplomatic Academy, Czech Ministry of Foreign Affairs)

2006 EU Election observers training, Project cycle management (Development Centre)

2006 (1 month) French course A1– Alliance Francaise Bruxelles, Belgium

1997 (3 months) German course – language school in Regensburg, Germany

1996 (1 month) English course – Bond University, Gold Coast, Australia

Languages: **English** – native speaker proficiency (IELT – 7,5; TOEFL – 273, Bachelors exam–A)  
**German** – fluent (Bachelors exam–A)  
**French** – beginner (certificate level A1)

Computer skills: MS Office, Internet, State exam in business correspondence and typing

Member of: **Czech Forum for Development Cooperation (2007)**  
**Czech Chamber of Commerce (2016)**

**Declared professional values**

**Code of effectiveness** Czech Forum for Development Cooperation  
**Ethical code** Czech Centre for Fundraising  
**Code of Ethics for Evaluators** Czech Evaluation Society

<b>Work experience</b>	
<b>March 2012 – present</b>	<b><u>Independent consultant - marketing &amp; fundraising &amp; corporate partnerships</u></b> <a href="http://www.marketingfordevelopment.com">www.marketingfordevelopment.com</a>
April 2014-	<i>Creating and partial implementation of marketing strategies and corporate partnerships clients include: Salanga, BoNGO, People in Need, Caritas Prague, Jana&amp;Debashish Chaudhuri, Petrof (in China), Kafe Afrika, ARPOK, Humanitas Afrika, Kinaki, A-centre, Medasol, Plenitude Trade (mobile solar power stations)</i>
January-March 2014	<b>Salanga/CIDA</b> - lead evaluator of ADRA Canada LEAF project in Eastern Rwanda
November 2013	<b>Excellent Plzen</b> - fundraising and corporate partnerships - conference "Excellentni zena", 150 attendants (this event takes place 2x a year since then)
October-December 2013	<b>Indian Embassy</b> - fundraising and corporate partnerships for concerts in Ostrava and Prague, promoting the brilliant Indian conductor Debashish Chaudhuri.
May – September 2013	<b>Czech Ministry of Foreign Affairs</b> – lead evaluator of Czech development cooperation projects in Cambodia and humanitarian projects in Burma/Myanmar
August 2013	<b>Debashish Chaudhuri</b> – business development meetings in Denver, US.
June 2013	<b>Debashish Chaudhuri</b> – business development meetings in Singapore.
May 2013	<b>European Commission</b> – EU election observer in Pakistan
January 2013	<b>People in Need</b> - marketing strategy for Namibian fair trade products created and applied
October-December 2012	<b>Czech Ministry of Foreign Affairs</b> – lead evaluator of 2 agricultural projects of the Czech development cooperation in Georgia.
June-October 2012	<b>Indian Embassy</b> – raised funds and organized 2 concerts to commemorate R. Tagore (Prague, Bethlehem chapel, 420 people, Ostrava concert, Aula Gong, 1100 people).
August 2011 – March 2012	<b><u>Merger of our company with Belgian Miko Coffee</u></b> Key account manager for fair trade – recruited 2 new members and trained the Czech team, handing over the processes/contacts so that the fair trade work can successfully continue.
2007 – August 2011	<b><u>EXCELLENT Plzen, Key Account Manager for fair trade, corporate partnerships</u></b> <i>Established own private company which successfully marketed fair trade in the CR</i> <ul style="list-style-type: none"> <li>• gained 220 new corporate clients - incorporating ft as part of their CSR (O2 Telefonica, Erste Bank, Česká pojišťovna, Schenker, Rajapack, Euro RSCG, HP, Konica Minolta..)</li> <li>• developed fair trade corporate gifts/catering/teambuilding, breakfasts for managers</li> <li>• introduced ft products to retails (DM drogerie, Globus, Billa, Makro, Office Depot)</li> <li>• media spokesperson + presented fair trade at about 30 conferences</li> <li>• communication with our German, Austrian and UK suppliers</li> <li>• lecturer (companies, universities, summer school of development studies), 200 events</li> <li>• regular evaluation trips to our partner ft cooperatives (Philippines, Uganda, Etiopia)</li> <li>• Received the "Icon of Pilsen" Award in 2010</li> </ul>
February 2006 – April 2007	<b><u>Development Centre, Ministry of Foreign Affairs, CR – head of monitoring</u></b> <ul style="list-style-type: none"> <li>• monitoring of the Czech ODA bilateral and trilateral projects</li> <li>• providing consultations to the line ministries</li> <li>• leading evaluation missions of the the Czech ODA projects</li> <li>• prepared/lead the Czech representation to the European Development Days in Brussels</li> </ul>

Aug 2001 – Aug 2004

**Caritas Prague, Czech Republic - Child sponsorship programme manager + corporate partnerships,** ([www.adoptenadalku.cz](http://www.adoptenadalku.cz), [www.nemocniceuganda.cz](http://www.nemocniceuganda.cz))

- managing the child sponsorship/community development projects in India, Uganda, Lithuania and Latvia and the Czech office staff of 13-15 people
- fundraising - the number of sponsored children grew from 3.000 in August 2001 (the project started in 1993) to 13.500 in August 2004
- regular trips to all project countries- meetings at the headquarters and grassroot levels for the purpose of strategic evaluation and planning
- won a grant from the Ministry of Health for setting up the Ugandan-Czech Hospital
- won a grant for establishing the Maranatha orphanage centre, Kikube, Uganda
- established a volunteer base of 500 volunteers in the Czech republic
- founded 10 community development projects in Uganda
- pursued low overhead costs and participatory management methods
- 3rd place in the Czech newspaper competition (Lidove noviny) - "Woman of the Year"
- successful promotion in the Czech media
- gained new corporate donors

Sep 00-August 01

**World in Need Uganda - volunteer**

- establishment of the Child sponsorship programme, Mukono region, Uganda
- teacher at Buikwe Self Help Centre, Buikwe village
- teacher of computer courses at Aga Khan mosque, Kampala

June 00-Sep 00

OTT-Hoergeraete company - secretary - Abensberg, Germany (summer job)

Sep 99-June 2000

President of the International English Contact Club at the University of Economics

1998-June 00

Cameron McKenna, Prague - evening law secretary (part time job)

1997 (1 year in total)

Au-pair - Regensburg, Germany

1996 (3 months)

Miami State High School, Australia – librarian (summer job, volunteer)

**Interests**

travelling, hiking, Iyengar yoga, philanthropy, conferences, Stephen Covey books

**References**

David Kozarichuk, Senior M&E Coordinator

Adra Canada

[david.kozarichuk@adra.ca](mailto:david.kozarichuk@adra.ca)

Ing. Jaroslav Němec, director

Caritas Prague

[j.nemec@atlas.cz](mailto:j.nemec@atlas.cz)

Milan Konrad, ODA

Czech Ministry of Foreign Affairs

[milankonrad@gmail.com](mailto:milankonrad@gmail.com)

Ron George, founder

World in Need International, UK

[ron.worldinneed@gmail.com](mailto:ron.worldinneed@gmail.com)

Jakub Nemeč, manager

Salanga

[nemec@salanga.org](mailto:nemec@salanga.org)

Elisabeth Dersch, director

GEPA Bayern

[dersch@fairbayern.de](mailto:dersch@fairbayern.de)

