ELVIS KOLEKA

GOVERNMENT POLICY EXPERT

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Education

Bachelor of Design

"Ismail Qemali" High School Tirana

1988-1992

Johan Von Han Street 1, Tirana 1000

Master in Business Administration

Fakulteti i Ekonomisë, Universiteti i Tiranës

1992-1996

Arben Broci Street 1 1001, Tirana

Certifications

- Fundamentals of Digital Marketing – Google Digital Garage.
- Certified Data Analyst / Master Microsoft Excel – LinkedIn Certifications.
- Build Your WordPress Ecommerce Skills – LinkedIn Certifications.

Language

- English
- Greek

About me

With over 15 years of experience in sales and marketing within one of the country's most prestigious companies, I have transitioned into the public sector, serving for the past five years as a Central Government Policy Expert at the Ministry of Economy and Innovation. My primary focus is developing policies for the approximation of Albanian legislation with the EU acquis, specifically regarding Chapter 1: "Free Movement of Goods."

As an expert in market regulation and European integration, I specialize in drafting policies that guarantee the free movement of goods and the safety of non-food products. My career is dedicated to balancing trade facilitation with rigorous consumer protection, ensuring that every product entering the market meets the highest standards of conformity.

Currently, I lead key processes within the Chapter 1 negotiations with the EU. In this capacity, I monitor the implementation of Articles 34-36 of the TFEU and guide national institutions on aligning legislation with global market dynamics. A central pillar of my work involves the technical supervision of Conformity Assessment Bodies (CABs) and the transparent management of their official register.

My commitment extends to the international arena through the pursuit of Mutual Recognition Agreements (MRAs), aimed at eliminating technical barriers to trade. I firmly believe that a well-regulated market is the backbone of a competitive and resilient economy.

Experience

Head of Section – Free Movement of Goods Sector

June 2024 – Present

Ministry of Economy and Innovation

- Lead the drafting and monitoring of policies regarding the free movement of goods and market surveillance for non-food products.
- Coordinate inter-institutional work for Chapter 1 and monitor compliance with Articles 34-36 of the TFEU.
- Analyze and monitor the national Roadmap for the Free Movement of Goods.
- Conduct technical evaluations of Conformity Assessment Bodies (CABs) applications based on current legal specifications.
- Evaluate legislative initiatives by assessing technical and institutional advantages or disadvantages prior to implementation.

Skills

- Public Policy & Market Regulation.
- Senior Administration & Supervisory Management.
- EU Legislation Analysis (Chapter 1 & TFEU).
- Data Analysis & Strategic Reporting.
- Digital Marketing
- Analytical Skills
- Sales and Marketing

Contact

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Expert – Analysis, Monitoring, and Promotion Sector

June 2021 – June 2024

Ministry of Finance and Economy

- Developed policies to support enterprises, promote competition, and attract Foreign Direct Investment (FDI).
- Analyzed and reported on trade negotiations at bilateral, regional, and multilateral levels.
- Coordinated with international donors and financial organizations on projects supporting SME development.
- Prepared the Annual State Aid Report to ensure maximum transparency in the allocation of aid.

Area Sales Manager

April 2011 - September 2020

One Albania

- Supervise and support the Telekom exclusive shops standards andthe sales representatives. Sells the organization's products and/orservices to established customers or by developing new prospects withinassigned territory. Responsible for maintaining sustainable records of salesachievements/quotas.
- Processes statistical data for each store for different exercise periods (monthly, 3-month, 6-month and annual)
- Prepare the monthly target for all shops
- Checking the knowledge of the sales operators (tariffs, services, and specialoffers) and the ability to present them to the clients according to TelekomTraining standards.
- Supporting Sales in-store and training on the job of newly hired SalesOperators.
- Achieving the company's targets.
- Must provide realistic feedback from the shops.
- Must inform the department of everything in the market that could affect theposition of Telekom and specifically the sales performance.
- Ensuring that all shops follow the Merchandising and other standards set bythe company monthly.

Area Sales Representative

June 2006 - May 2010

One Albania

- Responsible for maintaining sustainable records of sales achievements/quotas of the AMC Own shops to which he is assigned.
- Responsible to provide the best image for the company and responsible toprovide all the necessary information to the customers presented at the shop.
- Responsible to advertise all the new offers/plans/services to everyone visitingthe store.
- Knowledge of the organization's range of products/services as well as theorganization's philosophy and policies.

Logistics Specialist

April 2003 - March 2006

Central Election Commission of Albania

- Responsible for planning and implementing the budget regarding logistics,Directing/supervising all logistic operations
- Coordinate with the in-house team to promote accurate and timelyprocessing of orders for polling stations
- Approve the time sheets associated with deliveries and receipts
- Administration and maintenance of inventory control software systems• Support with the maintenance of logistics policies, procedures, support plans,and similar data.
- Manage and monitor entire fleet performance, route planning, and scheduling