

SPEAKER

Elina Ivanova-Atanassov

Marketer, serial entrepreneur and lecturer in marketing. Second generation of Princeps, founder of Smart Strips and El Shisha.

ABOUT

Elina Ivanova-Atanassov is a marketer, serial entrepreneur and lecturer in marketing. She owns Princeps Group, Bulgaria's first full-service communication agency, with more than 12,000 projects for brands such as Coca-Cola, Toyota and Bvlgari, and has built more than 150 brands from scratch. Her own innovations include El Shisha, the most luxurious vape brand in the world, and Smart Strips, a new format for food supplements sold in Europe and the United States. She is President of the European Association of the Vape Industry, sits on the Board of Directors of the Bulgarian Longevity Association and lectures in collaboration with EHL Hospitality Business School in Switzerland. She holds a Specialization in Entrepreneurship and Innovation from Harvard Business School Online and was featured in Forbes Bulgaria's Women at the Top (2022).

TOPICS

MARKETING AND ADVERTISING

The hidden psychology of advertising
What shapes a buying decision before the buyer notices it.

The strategy that sells
How to write a marketing strategy that actually works.

LIFE LESSONS

Small steps
Making your team's work a little better, every day.

Ikigai
The art of being in love with what you do, and finding meaning in it.

Habit beats motivation
Why motivation is the weakling, and habit always wins.

INNOVATION AND THE FUTURE

Longevity · Supplements · Artificial intelligence · Robots

RECENT STAGES

PANEL · HILTON SOFIA · JUNE 2026
Forbes Health & Longevity Forum

MAIN STAGE TALK · SOFIA · OCTOBER 2026
Health & Beauty Expo

COMMITTEE HEARING · SOFIA · FEBRUARY 2025
National Assembly of Bulgaria, Economic Policy Committee

FORMATS

FORMAT	LANGUAGE	BASED IN
Keynotes, panels, private events	English or Bulgarian	Sofia

BOOKINGS
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