


(2) AMEC Nomination paper for election to the 2022 board:



## 2) NOMINATION FOR ELECTION TO THE AMEC BOARD OF DIRECTORS (BOD)

I wish to nominate <i>(name of nominee)</i>	Raina Lazarova
in the Board category for <i>(please circle one)</i>	<b>Full</b> / <del>Research</del> / <del>Associate</del>
as a representative of <i>(name of company)</i>	Ruepoint
Please indicate briefly the experience of the nominee that qualifies them for election to the Board:	Raina has spent her career with several renowned AMEC members before co-founding Ruepoint, a company that joined AMEC from its very early days. Raina has been active in the AMEC community and is among the members of the newly formed Tech Hub SIG. I am eager to see more voices on our International Board who have hands-on experience with how technology is used to move our industry forward, and how the combination of technology and human analysis and interpretation leads to efficiency gains, better client servicing and higher quality of measurement and insights.
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	<b>Attached</b> / <del>to follow separately</del>
Nominee has given their consent <i>(please circle)</i>	<b>Yes</b> / <del>No</del> / <del>N/A as self-nominating</del>
My name is	Maya Koleva
I am the representative of the Member company or individual named here:	Commetric Ltd
Date	14 October 2021

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<p>Signed</p>	 <p>Maya Koleva</p>
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**Please email completed nomination forms to [juliewilkinson@amecorg.com](mailto:juliewilkinson@amecorg.com) to arrive not later than Friday 15 October, 2021 by midnight in your respective time zone.**

Johna Burke  
AMEC Global Managing Director  
V230921

(2) Candidate Manifesto statement for the position of AMEC Director on the 2022 Board



## (2) Election Manifesto / Personal Statement

**Candidate name/organisation and job title here:** Raina Lazarova, Co-founder & COO at Ruepoint  
**Representing membership category:** Full Member

### About Me

My name is Raina Lazarova, and I am the COO of Ruepoint, a global media intelligence business with offices in Ireland, the UK and Bulgaria.



I have spent the last 10 years in the media intelligence space, first at Precise Media Group (UK) and then at Kantar Media in the UK where I was Global Services Director with responsibilities for the international business of both companies.

In 2017 I became one of the founding members and COO of Ruepoint, a full-service media intelligence company with head offices in Dublin, which currently has more than 300 customers and 35 employees.

### Motivation To Join the AMEC Board of Directors

Following the first busy years after the inception of Ruepoint, I am now in a position to dedicate more time and energy to giving back to the industry and our customers. As someone who has been involved in operations

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for most of my life, I take great pleasure in achieving results through others and making sure that I can pass on any knowledge and experience for the greater good of the organisation and the industry as a whole.

Over the years, I have acquired in-depth knowledge of how to fulfil customer requirements while preserving high standards of service and looking after the intrinsic interests of the business. I strongly believe in the need for businesses to focus on being operationally efficient in order to be able to spend customer budgets on the areas that matter the most i.e. those elements of the service that bring true value to the organisation. I therefore advocate for smart spending of budgets on the right content and concentrating on the “white-glove” human element of the service provision.

Technology is increasingly an important element of this equation, but again my focus is on using tech to make the human interpretation and analysis of content more efficient.

I am very open to sharing experiences, good and bad, with industry peers, agencies, and end customers, to help move forward in our collective thinking of how we can be better at delivering value to our customers and our business owners.

Therefore, I ask the AMEC members in my category to vote for me and support my candidacy to become a Director of the AMEC Board.

### **Envisaged Contributions**

I plan to support all of the efforts and initiatives of AMEC during my term and commit to volunteering my business experience and organization resources to advance the issues and areas of interest below forward during my term:

- The core values of AMEC to advance the importance of measurement for the overall business of our customers and their shareholders i.e. proving demonstrable impact and return of PR and communications to the business
- Whilst media content (monitoring) is an important part of the services we deliver to customers, the value of our services is not limited to or defined by the exhaustiveness of the content we provide. A true measurement programme should use the “right” content that matters to the customer and should not in any way aim to be 100% exhaustive.
- “One size doesn’t fit all”, the true value of what we offer as an industry is in how well we understand a client’s requirements, and how we tailor our services and approach to fulfil their business objectives.
- Tech is important in our industry in so much as it supports what we provide as human cognitive insights, typically the value of tech is in freeing up human time from the mundane repetitive tasks but should not seek to replace cognitive intelligence.
- Development of domain expertise in our organisations is key to our ability to service customers in a way that adds depth and context to what they already have in their organisations.

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- Partnerships between AMEC members should be encouraged to leverage the strengths of different customers for the better good of the customer. We are stronger together.

Thank you for your time and attention to consider my application.

Kind regards,

Raina



Raina Lazarova

COO

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**Electronic signature:**

DocuSigned by:  
*Raina Lazarova*  
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**Date:** 10/14/2021