

Pavlina Velichkova, PH.D
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Conductor, lecturer, agent, music talent manager and producer of world renown performers (Bulgaria, France, USA and etc.). She was born in Sofia, Bulgaria. Graduated from high music school in double bass and conducting, appointed as “Talent of XXI century” at National level by professionals and National TV. In 1990 graduated from National Music Academy in Sofia with Master degree in conducting. Continued her education in law and Master degree in Music Pedagogy, specialized in Orchestral Management and earned Ph.D. in Musical Art with dissertation “Integration of Young Performers in Professional Environment – New Practices”.

Her main scientific interests are in Music management and producing, Artist management, Culture management, Project Management, Young Talents management, Conducting, Theory of music, European Union legislation in cultural field and education, Policy, Copyright. Her expertise is highly accepted at national and international level by national institutions, independent companies and nonprofit organisations.

Now acts as a manager and producer of national and international projects in performing arts, education and cultural policy, as an expert - Member of Working Group to the Council for Intellectual Property at Ministry of Culture and lecturer at international forums - Bratislava, Belgrade, Thessaloniki, Munich, Vienna, London, Sidney, Milan, Prague, Paris, Sofia, focused on music management and talent management, as lecturer at New Bulgarian University in Music Theory and Music Management more than 25 years.

Founder of Phoenix Art Network Ltd (hub for a broad spectrum of academic programs and performing arts projects), Screen Acting Academy Sofia for film, TV and commercials (with the principal cast member Dimiter Marinov from the Oscar Winning Best Picture 2019), Founder of Bologna International Opera Academy, Tokyo International Vocal Competition, Head of International Projects at Euro Atlantic Art Foundation. Past activities as CEO - Bulgarian Music Association, Manager - Summer Music Academy- New Bulgarian University- Sofia, Regional Music Coordinator for South-Eastern European Countries and etc.

Main publications: “Hybridity of Events in Music Arts as a New Practise”, “The Crisis as a Challenge for Higher Music Education”, “Virtuality and new intensive educational forms”, "New Role and Challenges for Music and Music Education, Going back to the roots of music", “Portfolio career for musicians – European practice and reflection in Bulgaria” and etc.