

BOARD OF DIRECTORS

Krassimir Tzonov
CEO

SENIOR MANAGEMENT

Trade Department
Nikolay Tzonov
Trade Director

Marketing and Adv. Department
Ivo Todorov
Marketing Director

Financial Department
Plamen Mitov
Main Accountant

Retail Department
Aksinia Baeva
Retail Manager

Logistic Department
Galia Georgieva
Custom and Delivery

HR Department
Denica Milkova
HR and Payroll Manager

Sales Department
Violeta Nikolova
Sales Manager

Service Department
Javor Ivanov
Manager

E-Commerce Department
Ivo Iankov
E-Commerce Manager

Nely Vasileva
Logistics and Warehouse

Trade Department	
Svetoslav Nalbantov Outdoor Division Manager	Vesela Savcheva Brand Manager
Ventsislav Stoev Sales Representative Outdoor Division	Lilia Katinova Product Manager
Tsveta Stoyanova Brand Manager	Stoyan Nikolov Product Manager
Marina Ivanova Manager Own Brands	Lia Cherneva Product Assistant
Tsvetan Gergov Brand Manager	Lili Iloveva Product Manager
Martin Dzhurov Brand Manager	Ani Ivanova Assistant Own Brands
Violeta Vasileva Brand Manager	Nadejda Sarbinova Sales
Kiril Nikolov Product Assistant	Zornica Trifonova Sales
Cvetan Stanishelski Assistant Brand Manager	Radoslav Georgiev Product Manager
Simeon Panov Brand Manager- Outdoor and ski products	Martin Mitov Sales & Team Sport

Marketing and Advertising
Violeta Atanasova Marketing Specialist/ Digital
Maria Popova Marketing Specialist/ Brand
Venelina Tchitakova Marketing Specialist/ Offline
Teodora Nikolova Marketing Assistant
Viktor Angelov Web designer
Desislava Tsvetkova Web designer
Vladimir Oronov Website Manager
Cvetelina Kirilova Graphic Designer
Aleksandar Kolarov Photo editor
Teodor Todorov Website Administrator

Financial Department
Tatiana Geleva Deputy Chief accountant
Pavel Jordanov Financial Controller
Spaska Koleva Accountant
Martin Grozdanov Accountant
Elena Georgieva Accountant
Logistic Department
Warehouse
Driver

Retail Department
Radostina Mladenova Controller
Petia Velinova Recruitment Specialist
Stoyan Taranski Trainer, sport brands and hardware
Konstantin Vasilev Trainer outdoor and action sports
Ivelina Balgazova Visual Merchandiser
Veselin Beregov Video monitoring
Boyko Krumov Video monitoring

E-Commerce Department
Svetla Dzhokina Organizer, Sales and Advertising
Penka Petrova Sales E-shop
Radka Bacheva Assistant Product Manager
Service Department
Technical Team 4 persons
Office Administration
Daniela Yordanova Office Assistant