

GENTIAN SALA

## WORK EXPERIENCE

2022–2025

ADVISOR TO THE PRIME MINISTER AND COORDINATOR OF THE  
INTERGOVERNMENTAL COORDINATING SECRETARIAT

Prime Minister's Office

- Coordinate and monitor the implementation of agreements signed between the parties (Albania – Kosovo)
- Coordinate joint initiatives between the parties
- Prepare and present periodic reports in the weekly Council of Ministers meetings of both parties
- Analyze the progress of implementation of agreements by identifying encountered issues and proposing full implementation measures
- Deepen cooperation and interaction between the administrations of both parties

2014–2021

CHAIRMAN

Audiovisual Media Authority (AMA)

- Lead and organize AMA's activities in accordance with current legislation
- Represent AMA in relations with third parties and international bodies

- Issue orders and guidelines for the proper functioning of AMA's administration
- Propose meeting agendas and issues to be discussed by the Board
- Monitor and fulfill the objectives of AMA's Strategy
- Report to Parliament on AMA's annual activities

2009–2014

DIRECTOR

“Buy Albanian” Project

- Encourage consumers to buy Albanian products
- Coordinate meetings to promote cooperation among Albanian companies
- Organize campaigns to strengthen ties between producers and consumers
- Organize fairs to promote Albanian products and services

2011

ADMINISTRATOR / OWNER

Lidhja Al sh.p.k

- Organize activities to promote various products
- Develop marketing and advertising campaigns

2008–2009

ADMINISTRATOR

e.Solution sh.p.k

- Develop strategy and align with the company's short and long-term objectives
- Report to the Board of Directors on company operations
- Build trustful relationships with key partners and stakeholders
- Provide data analysis for strategic decision-making, including partnerships or acquisitions

- Coordinate operations across departments for efficiency and compliance
- Supervise staff and delegate responsibilities to ensure performance
- Oversee fiscal activities, budgeting, and audits
- Analyze financial data to identify cost-reduction opportunities
- Evaluate risks and ensure monitoring and mitigation

2004–2008

MEMBER OF THE TIRANA BAR ASSOCIATION (LAWYER)

- Legal consultancy and assistance in criminal, civil, administrative law, human rights, corporate law, dispute resolution, IP rights, real estate, etc.

2003–2006

ADMINISTRATOR / CO-OWNER

Gevin sh.p.k

- Identify and analyze premium brands
- Analyze sales, markets, and customer data
- Evaluate the effectiveness of marketing campaigns

2001–2003

CO-ADMINISTRATOR / CO-OWNER

Small Business

- Manage and operate the business

2000–2001

SECRETARY TO THE MINISTER OF INTERIOR

Ministry of Interior

- Prepare and manage the Minister's meeting agenda
- Ensure timely preparation of Minister's files for national and international conferences
- Draft speeches and press materials
- Follow up on Minister's tasks

## EDUCATION AND TRAINING

2009

### SPECIALIZATION IN MANAGEMENT

IEDC Bled School of Management, Slovenia

2005–2008

### MASTER'S DEGREE IN EUROPEAN STUDIES

University of Tirana

1997–2001

### LAW DEGREE

Faculty of Law, University of Tirana

1992–1996

### HIGH SCHOOL DIPLOMA

"Petro Nini Luarasi" High School, Tirana

## ADDITIONAL ACTIVITIES

(Various international forums and conferences related to audiovisual media, media technology, frequency coordination, and European regulation between 2015–2021, including EBU, EPRA, ERGA, etc.)

1998–2002

Collected facts and testimonies about genocide against Kosovo Albanians during the 1999 war.

Human rights activist with the Albanian Helsinki Committee, including prison and detention monitoring projects.

## SOCIAL SKILLS AND COMPETENCIES

Mother tongue: ALBANIAN

Other languages:

ENGLISH – Listening: C2 | Reading: C2 | Spoken interaction: C2 | Spoken production: C2 | Writing: C2

ITALIAN – Listening: C1 | Reading: B2 | Spoken interaction: B1 | Spoken production: B1 | Writing: B1

Excellent communication skills including listening, evaluation, questioning, feedback. Strengthened through teamwork in various roles and interactions with diverse stakeholders.

Excellent organizational, leadership, and implementation skills developed in various work environments.

Good computer skills including Windows programs and Microsoft Office suite.