



# Ivaylo Kozhuharov

Associated Director



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Europe



Sofia



Bulgarian, German, English, Romanian

areas of expertise:

asset management

feasibility studies

financing + investment

knowledge + networking

operator search

project development

research + benchmarking

valuations + appraisals

strategic advice

transaction support

valuation

marketing

conferences & events

finance

research

concepts + brands



Ivaylo Kozhuharov is a seasoned professional with 20+ years of hospitality experience, dedicated to enhancing profitability through innovative strategies. His career includes leadership roles such as Managing Director of a Bulgarian hotel chain and General Manager of both leisure and business hotels under renowned international brands.

Ivaylo has accumulated extensive experience in Business Development, Operations, and People Management across CEE Europe, contributing to the growth and transformation of hospitality ecosystems in the region.

## Education

- Master's Degree in Economics and Organization of Tourism, University of Economics Varna, Varna
- Master's Degree in Marketing, University of National and World Economy, Sofia