

# Meet the Flock

## An interview with... Marta Dimitrova

The Ops Nest

### What do you want the industry to know about you?

I am originally from Bulgaria and I moved to the UK 5 years ago. I have a marketing background, but I've been working in Ops for almost 3 years now and it turned out that this is what I was made for. I am obsessed with events in all shapes and forms but in a healthy and productive way. I find the events industry fascinating, and I just feel most alive when I am on site.

### Please tell me about your experience within the industry so far?

I was introduced to the Events world when I was 16 years old and started working on National and International Sports Competitions for the Deaf community. Apart from that, for about 7 years I was involved with an NGO working on international projects financed by the European Commission. During this time, I had the opportunity to be involved with different types of events such as music festivals, international conferences, and youth exchange projects. Without realising it, I've been doing Ops from a very young age, and this has helped a lot with shaping my character.

### Where do you see yourself or events in 10 years' time?

I see myself in an exhibition hall. :) The past two years showed us that one thing is for sure - there is nothing that can replace the face-to-face experience, so I have faith in the future of the events industry. I am really inspired by the community and would like to continue building my Ops knowledge and skills.

### What skills would you like to develop the most?

On top of my list right now is negotiating.

### What skills can you bring to The Ops Nest?

Building connections, quality communication and raising awareness about emotional intelligence. People need to pay more attention to the way they communicate and collaborate with each other. At the end of the day, we all want to be valued and treated with respect. Good communication skills and better understanding on a deeper level can be crucial and lifesaving in the Ops field.

### What value does The Ops Nest bring to you?

Joining The Ops Nest was a game changer for me. I continue to be impressed with how passionate, kind and experienced each founder/member is. The Ops Nest is a safe place where people can learn, communicate, exchange ideas and work on shaping a better Ops world.

### What's the best piece of advice you've ever received?

Always do the right thing, even when no one is watching.

### Who do you most admire? (Industry or not)

I've been extremely lucky to meet so many talented and extraordinary people working in the events industry in the past two years. But most of all, I admire my team at FESPA. The love and respect we have for each other is the secret ingredient to what we've accomplished in the past two years.

### How do you unwind?

Alone time, music, and long walks. I also cannot go on without meditating, working out, listening to podcasts, and reading.

### If people would like to connect, where can they find you?

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