

## Contact

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## Top Skills

Public Affairs  
Regional Policy  
Public Policy

## Languages

Hungarian (Native or Bilingual)  
French (Native or Bilingual)  
English (Native or Bilingual)

# Krisztina Shaw

2025 Global Recognition Award Winner | Public-Private Partnerships  
| Public Policy Advocacy EU | EU Expert | Empowering SMEs EU |  
Citizen Juror EU | Internationalization | Global Strategic Partnerships  
Paris, Île-de-France, France

## Summary

Krisztina is a 2025 Global Recognition Award Winner for her expertise in Accelerating Business Growth Across Continents and Transforming Global Commerce, in Policy Leadership and Institutional Development, and in Education and Innovation Strategy.

Krisztina is a multilingual, multicultural bridge-builder, intercultural expert, and esteemed international business strategist with over 30 years of experience. Prior to establishing her global consultancy company Krisztina enjoyed a rewarding international career, holding various senior executive roles at renowned multinational corporations. She has been working in Europe, the Middle East, Africa, and the USA for more than three decades. Krisztina, with her extensive experience from early-stage to Fortune 500 companies across a wide range of industries, green technologies, healthcare, life science, education and property technology has been advising and assisting businesses and innovative entrepreneurs in their internationalization efforts on a global scale.

Krisztina is an EU strategy Expert with deep knowledge of the functioning of the EU Institutions and Bodies, of the EU Policy Environment & EU Funding Programmes, and has been advocating for more than 17 years to empower Entrepreneurship and SMEs. She has served as an Expert Consultant providing capacity-building services to microcredit providers to enhance their institutional capacities under the Employment and Social Innovation Program, directly managed by the European Commission, acted as Senior Strategic Advisor to Members of the European Committee of the Regions, and she is Expert in assessing applications and projects for EU-funded programmes. As Senior Strategic Advisor to the Chamber of Commerce & Industry she implemented a macro-regional strategy

to offer a platform for cross-border business cooperation in Eastern Europe.

Krisztina is a Citizen Juror at the European Capital of Democracy founded by the Innovation in Politics Institute, a Europe-wide organisation dedicated to improving politics within the democratic spectrum irrespective of party affiliation.

She is Founder of the European Business Connect to maximize the economic and social impact of SMEs at international level and serves as a Mentor at the Abu Dhabi SME Hub supported by the Abu Dhabi Department of Economic Development in the UAE. Her belief is that education is crucial for the creation of a more sustainable world. She is the author, and intellectual property owner of a stepping stone concept iEDUT to teach learners as global citizens for sustainable development.

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## Experience

### European Capital Of Democracy #ECOD

Citizen Juror

February 2025 - Present (1 month)

Key role in selecting the European Capital of Democracy. Vote for the most innovative projects and help to elect the finalists and winners of the Innovation in Politics Awards.

The European Capital of Democracy #ECOD is a non-profit organisation, founded by The Innovation in Politics Institute. Based in Vienna and Berlin, with a network of partner organisations in 15 countries in Europe and beyond, The Innovation in Politics Institute constitutes a Europe-wide organisation dedicated to improving politics within the democratic spectrum irrespective of party affiliation.

The Innovation in Politics Institute also presents the annual ACT NOW Mayors' Conference and the Innovation in Politics Awards. Since 2017, the Awards have honoured hundreds of people at the forefront of political innovation, giving visibility to the best political minds in Europe, providing them with a platform to present their innovative projects, and facilitating best practice exchange across borders.

The European City Network (ECN), an initiative of the European Capital of Democracy, co-funded by the European Union, is an exclusive group of dedicated cities that are frontrunners in democracy promotion. Representatives of the cities come together regularly to share their expertise and best practices in democracy promotion at the municipal level.

### Bartok Associates

#### Founder

January 2007 - Present (18 years 2 months)

End-to-end management consulting services, including analytical, technical, commercial, legal, regulatory, economics, policy, finance, and governance working with decision makers from the public and private sectors. Green technologies (renewable energy, carbon capture technologies, green building technologies...), environmental sustainability strategy for healthcare and life science industries. Support governments, private companies, and other stakeholders to design, develop, implement and manage PPP projects. Feasibility studies, risk assessments, project management, contract negotiation, due diligence. Government alliances, industrial collaborations.

### European Business Connect

#### Founder

December 2020 - Present (4 years 3 months)

The European Business Connect promotes the impact of SMEs in Europe with the aim to help their economic recovery, provides cross-sector, cross-region & cross-countries advice, experience, best-practices and business-related knowledge on how to improve European SMEs productivity and performance, builds a supportive and extensive network for B2B partnerships and establishes cross-countries mentorship programmes.

### European Commission

#### Expert

September 2020 - Present (4 years 6 months)

Registered Expert. Assessing applications for EU funding. Monitoring & Advising.

The European Commission and other EU Institutions appoint external experts to assist in the evaluation of grant applications, projects and tenders, and to provide opinions and advice in specific cases. Experts assist in evaluation

of proposals, prize applications and tenders, monitoring of actions, grant agreements, public procurement contracts.

### Abu Dhabi SME Hub

Mentor - Internationalization

July 2024 - Present (8 months)

Abu Dhabi, United Arab Emirates

Assist SMEs, including pre-startups, startups, born-global startups, and international startups, in overcoming the barriers associated with internationalization. Advise on strategies for success in foreign markets by optimizing the benefits of early expansion, and leveraging cultural diversity as a competitive advantage and resource.

The Abu Dhabi SME Hub is a private-public initiative supported by the Abu Dhabi Department of Economic Development with the aim of nurturing, advancing and growing a community of entrepreneurs, SMEs, and startups of all stages in the UAE. The ADSME Hub has launched the Khalifa Fund for Enterprise Development initiative called "access to expert" that provides entrepreneurs with access to resources and knowledge that empower them on their entrepreneurial journey.

### Quest Invest Realty

Founding Partner

August 2024 - Present (7 months)

Ajman Emirate, United Arab Emirates

Lead Quest Invest Realty's strategic direction and operations guaranteeing sustained organizational performance and business growth to create success for the Company's international investors, owners and occupier clients in the undergoing transformation of the global real estate industry.

### Microfinance Centre

Consultant - EaSI Technical Assistance Services for Microfinance Providers ( now SIFTA )

September 2020 - February 2021 (6 months)

Poland

Expert Consultant in Organizational Strategy, Market Positioning, Fundraising Strategy, Portfolio Management, Risk Management, Credit Risk Management.

The EaSI Technical Assistance Programme, managed directly by the European Commission, delivered three strands of support: capacity building

services to microcredit providers, advice to microcredit providers regarding the implementation of the European Code of Good Conduct for microfinance, and dissemination of best practices. The Social Inclusive Finance Technical Assistance SIFTA has been implemented since July 2022 and bringing continuity to the EaSI TA Programme. Under the InvestEU Advisory Hub the European Investment Bank (EIB) reinforces the European Microfinance and Social Enterprise Finance sectors.

## European Committee of the Regions

### Senior Strategic Advisor

January 2018 - December 2019 (2 years)

Senior Strategic Advisor to Members of the European Committee of the Regions. CoR is the voice of regions and cities in the European Union. It represents local and regional authorities across the European Union and advises on new laws that have an impact on regions and cities - 70% of all EU legislation - . The CoR is a political assembly composed of 329 members and 329 alternates from all EU countries, grouped by political party and headed by the President who have been elected at local or regional level.

## Medtronic

### Division Manager - EMEA

February 2002 - December 2006 (4 years 11 months)

Paris, Île-de-France, France

Developed new business ventures. Organized and managed international studies & study groups. Oversaw EMEA sales, strategic planning, design, marketing & vision. Developed new products and distribution channels.

Oversaw significant returns to shareholders from stock optimization.

Medtronic is the global healthcare technology leader, with more than 90,000 people across 150 countries. With innovative solutions Medtronic treats more than 70 health conditions, from Parkinson's to diabetes. 300+ clinical trials, \$103M donated by Medtronic Foundation, \$2.5B in R&D investments and 49K +patents in their portfolio.

## DePuy Synthes

### Division Manager

February 1999 - January 2002 (3 years)

Paris, Île-de-France, France

Directed sales force, marketing & development department. Achieved profitability in highly competitive industry.

In 1998, Johnson & Johnson, one of the world's largest healthcare companies, acquired DePuy, by then known as DePuy, Inc. Later, in 2012, Johnson & Johnson acquired global medical device company Synthes, Inc., and combined that company with the DePuy franchise to create one of the world's largest orthopaedic and neurological businesses. Their products span various specialties, including joint reconstruction, trauma, craniomaxillofacial, spinal surgery, and sports medicine.

## Aesculap (US)

Business Development Manager - Central Europe

January 1993 - January 1999 (6 years 1 month)

Paris, Île-de-France, France

Returned company to high profitability through strategic and efficient restructuring in Eastern Europe. Oversaw major pricing decisions. Provided cross-functional management. Established strategic alliances in Eastern Europe.

Aesculap entered the total joint replacement market in Europe in 1972. Since then, Aesculap has grown to become the 6th largest orthopaedic implant company in the world and it continues to expand its presence. In 1980, Aesculap was one of the first companies to enter the spine market with the introduction of a revolutionary product for anterior cervical fusions, the Caspar retractor and plating system. In order to be more responsive to its growing customer base in spine and orthopaedics, Aesculap, Inc. formed a new company, Aesculap Implant Systems, Inc.

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## Education

ESCP Business School