

Dr Barbara A. Page-Roberts

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Education and Qualifications

1965	University College London	BSc: Physiology, Upper 2nd Class Hons.
1970	Queen Elizabeth College (QEC) UK	PhD: Cell Biology
1978	Birklands Management Centre UK	Diploma in Management Studies

Career

1966-68	University Teaching	QEC Physiology Dept, London UK
1968-70	Research Student	QEC Wellcome Foundation Scholar
1970-72	Research Fellow	Yale University Medical School, USA
1972-75	Research Associate	Charing Cross Hospital Medical School, UK
1975-78	Project Manager	Cambridge Instruments, UK
1979-81	Business Manager, Isolation Products	Vickers Medical Limited, UK
1981-83	Marketing Manager	Vickers Medical Limited, UK
1983-87	Sales and Marketing Director	Overseas Marketing Corporation, UK
1987-98	Chief Executive	PRT Group Ltd., UK
1998 -	Consultant	Tectrice Consult Ltd, BG, and Nevada USA
2007 -	Chairman	NGO, Initiatives for International Development
2011-	Senior Consultant	Horwath HTL Zagreb, Sofia Office

Experience

Basic and Applied Research:

Medically oriented investigations into

- lung cell biology,
- cancer screening and
- image analysis of blood

Consultancy Projects:

- Stock control and materials management (Papworth Industries)
- Business Analysis in Medical Disposables (Cambridge Instruments)
- Water Testing Equipment (Gordon Keeble)
- Renal Dialysis (Smiths Industries)
- Isolation Equipment (Vickers Medical)
- Interim Management (AquaSource Bulgaria)
- Corporate Social Responsibility in Tourism in Bulgaria – EU funded project (BBLF, Bulgaria)

Sales and Marketing Management:

- Marketing and world-wide sales responsibility for introducing complete new range of flexible film isolators to Vickers Medical. World-wide marketing of all Vickers Medical products with turnover in 1983 of \$12 million.
- Responsible in 1983/7 for \$15 million per annum sales of capital and medical equipment in USSR/Bulgaria acting as agent for UK/US/EU manufacturers
- \$65.5 million contract (1994) with Russia for Lighting Manufacturing Equipment.
- Pharmaceutical Distribution business set up (Global Medical) in Bulgaria 1992 with sales in excess of \$8 million by 1998

General Management and Investment

- Managed large and small operations, including full budgetary and technical planning and control, and management of technical and professional specialists including graduate and technical chemists, biologists, engineers, financial and legal persons.
- Developed own company through start-up and growth phases, reaching \$30 million after eight years' operation. Ensured appropriate management systems in place at all stages of company development.
- Organised investment for consolidation phase of business growth, brought companies to good financial position and sold out with profit.

Bulgarian Experience

- Managed several technology transfers in different parts of the country including spectacle lens and frame manufacturing plants in Panaguirishte and Strelcha (1986/87), Baby Feeding Products, Etropole (1988) and Disposable Razor Plant joint venture (1988/89), Sopot
- Set up and developed pharmaceutical distribution company (Global Medical) from start-up to sell out to partner in 1998.
- Interim General Manager to AquaSource Bulgaria (1998 – 2000), marketing nutritional products, and set up Macedonian subsidiary
- Since 2000 -Consultancies contributing to marketing strategies for different Bulgarian operators and organizations in the Tourism and IT Sectors.
- Currently initiating EU-funded projects and providing project management services to various groups, including the Bulgarian Business Leaders Forum, the National Vine and Wine Chamber.

Training and Teaching

- Two years' formal teaching classes at Queen Elizabeth College, followed in USA by lecturing and practical class teaching while a Research Fellow at Yale.
- Throughout business career have played very active role in training young employees and associates, and especially since 1987 when was responsible for recruiting and training persons into management roles both in Russia (Moscow) and Bulgaria (Sofia) and later Macedonia (Skopje)
- More recently (2001) took 'Fire up your Learning' Training course with the Accelerated Learning Institute in Las Vegas, and got involved with motivational training and lifelong learning methods especially in Bulgaria – both for younger persons but as well for 'Baby Boomers' located anywhere in the world.
- Provided Interactive Training in International Marketing to Junior Diplomats in 2005, at the invitation of the Ministry of Foreign Affairs in Bulgaria
- Working currently with Masha Malka (www.inborngenius.com and www.holisticsuccesscoach.com) to provide 'Fundamentals, Concepts and Tools for Business Success' – an interactive course targeted specifically for new business managers and owners in former communist countries.
- 2009 taught Master Classes in Corporate Social Responsibility to masters students in Sofia (UNWE), Varna (Varna Economic University), and Bourgas (Free University Bourgas) under BBLF Programme.

Publications

Page-Roberts, B. A. 1971 Changes in nonspecific alkaline phosphatase activity in the rat urinary bladder wall in response to experimental filling. *Investigative Urology* 9 pp385-389

Page-Roberts, B. A. 1972 Preparation and partial characterization of a lamellar body fraction from rat lung *Biochimica et Biophysica Acta* 260 pp 334-338

Rooney, S.A., Page-Roberts, B.A. and Motoyama, E.K. 1975 Role of lamellar inclusions in surfactant production: studies on phospholipids composition and biosynthesis in rat and rabbit lung sub cellular fractions *Journal of Lipid Research* 16 pp418-425

Husain, O.A.N., Page-Roberts, B.A. and Millet, J.A. 1978 *A sample preparation for automated cervical cancer screening* 22 15-21

Husain, O.A.N., Tucker, J.H. and Page-Roberts, B.A. 1976 Automation in Cervical Cancer Screening- Part 1: Fixed cell scanning systems and Part 2. Flow Systems and other techniques *Biomechanical Engineering* pp 161-168 and pp454-460

Harper, G.J., Smallridge G.J. and Page-Roberts, B.A. 1983 Flexible film isolators: microbiological safety tests *Journal of Hospital Infection* 4 pp315-322

Page-Roberts, B.A. 1980 Setting up a containment isolation unit *Africa Health* November 1980 3pp

Page-Roberts, B.A. 1985 New development in Biomedical Laboratory Technology *Lecture presented during 'British Week', Sofia, Bulgaria* February 11th - 14th

Page-Roberts, B.A. 1993 *Marketing in Doing Business in Bulgaria*, CBI Initiative Eastern Europe, GBM Publishing, UK