

# CURRICULUM VITAE

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**LĀSMA  
IVASKA**



Riga, Latvia

Urban economist specialized in co-creation, innovation facilitation and smart city tech development. Experienced project manager, certified Scrum Master. Background in market research, strategic advising and business internationalization. Passionate about sustainable urban design & green cities.

## WORK EXPERIENCE

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11/2019 –  
now

### INNOVATION LEAD & PROJECT MANAGER

VEFRESH | [www.vefresh.com](http://www.vefresh.com)

- Co-creating first smart city innovation district in Riga together with public and private partners.
- Lobbying for innovation-friendly legislation at national and municipality level.
- Facilitating smart city innovation through hackathons, investor & startup matchmaking events, discussions, podcasts, etc.
- Supporting corporations, SMEs and startups in deployment of their latest solutions in real urban conditions.
- Attracting funding for innovation projects through open calls (EIT, EEA Grants, Horizon) and sponsors.

BUSINESS SECTOR: Smart city | Urban design | Innovation facilitation

10/2018 –  
11/2019

### OPEN INNOVATION PROJECT MANAGER

ACCENTURE LATVIA | [www.accenture.com](http://www.accenture.com)

- Creating open innovation action plan for co-innovation with Baltic startups, corporations & other innovation ecosystem members.
- Scouting high potential startups and evaluating their relevance for client interests.
- IT project manager & Scrum master for rapid application development projects incl., web and mobile applications, blockchain solutions, drone management tools.

BUSINESS SECTOR: Innovation facilitation | IT | Startup scouting

10/2018 –  
now

### FREELANCE CONSULTANT

- Freelance consultant at 'Gateway & Partners' working with various market research projects, incl., supply chain analysis, strategy development, etc. (Apr 2018 – now).
- Project coordinator of NGO 'Free Riga' lecture cycle 'Kompass'. Responsible for organizing 20 event cycle exploring topics related to urban development, temporary use and creative citizen engagement (May – Sept 2018).
- Coordinator of volunteers at art, music & discussion festival 'Komēta' (Jun 2018).
- Start-up mentor at business support programme 'Export Express' for Estonian and Latvian companies (Apr 2018).

BUSINESS SECTOR: Project management | Urban design | Creative industries

09/2013 –  
01/2018

## **SENIOR PROJECT COORDINATOR & RESEARCH TEAM LEAD**

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GATEWAY & PARTNERS | [www.gatewaypartners.net](http://www.gatewaypartners.net)

- Leading the company's market research department.
- Quantitative research project (CATI, face-to-face surveys) coordination including supervising up to 25 researcher work in large projects.
- Market research & internationalization strategy project sales, execution & coordination within the team.
- Trade mission organization for up to 10 companies to Baltics, Norway, Denmark, Iceland, Ireland, Turkey as well as individual assistance to clients with partner selection and attraction in export markets, overseas business visit and meeting organization.
- Working with global consulting companies, SMEs, international & state organizations, clusters and start-ups from various European countries.

BUSINESS SECTOR: Market research | International trade | Strategic consulting

09/2014 –  
01/2018

## **ASSOCIATED CONSULTANT IN LATVIA**

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INNOVATION NORWAY BALTICS | [www.innovationnorway.no](http://www.innovationnorway.no)

- Assisting Norwegian companies with subsidiary establishment in Latvia, personnel recruitment, market research and partner attraction.

BUSINESS SECTOR: Innovation facilitation | IT | Startup scouting

## **EDUCATION**

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09/2016 –  
01/2018

### **MSSC URBAN AND REGIONAL ECONOMICS (GPA 8/10)**

Riga Technical University | Riga, Latvia

- Programme combining Economics with various aspects of Urban design & development.
- Master's thesis on Riga neighborhood development association and municipality institution communication, including new cooperation model development.

09/2010 –  
06/2014

### **MA (HONOURS) POLITICS & ENGLISH LITERATURE JOINT DEGREE (2:1)**

University of Glasgow | Glasgow, United Kingdom

- Subjects included topics from International Relations, EU politics, History of Political thought, Organizational management, Modernism and more.
- Bachelor's thesis on EU and Russia energy relations.

09/2007 –  
06/2010

### **INTERNATIONAL BACCALAUREATE DIPLOMA (39/45) WITH EXTRA CERTIFICATE IN ECONOMICS (7/7) LATVIAN CERTIFICATE OF GENERAL SECONDARY EDUCATION (AAB, GPA 9/10)**

Riga State Gymnasium No. 1 | Riga, Latvia

- Latvia's top-ranked high school with specialization in mathematics & natural sciences.
- Completed two secondary education programmes in parallel.
- IB subjects: English (HL), History (HL), Latvian (HL), Mathematics (SL), Biology (SL), Economics (SL), Russian (SL).

# VOLUNTARY WORK

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09/2015 –  
now

## CO-FOUNDER, BOARD MEMBER

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Repair Cafe Riga | [www.repaircafe.lv](http://www.repaircafe.lv)

- 'Repair cafe Rīga' events aim to introduce Latvians, especially young people, with possibilities how to repair things on their own in order to reduce waste & encourage a more sustainable lifestyle
- Working in a team of 4 volunteers, we organize monthly events for people in Riga that want to learn how to repair their household electronics, clothes and bikes.

# LANGUAGE SKILLS

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**MOTHER TONGUE** Latvian

## OTHER LANGUAGES

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
Russian	A2	A2	A2	A2	A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](https://www.certr.org/)

# OTHER INFORMATION

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## CERTIFICATES

- '[Professional Scrum Master \(PSM I\)](#)' certificate from Scrum.org. Validation ID: lasmaivaska@gmail.com. Awarded 09/2019.
- '[AWS Certified Cloud Practitioner](#)' certificate from 'Amazon Web Services'. Validation ID: 9ZCRXX1CMJ1Q1E5F. Valid during 08/2019 – 08/2022.

## PUBLIC SPEAKING

Active participation in various public events, seminars and other public speaking engagements.

- Participation in TV24 show 'DigiTuvi'. [Part 1](#) & [Part 2](#). (Nov 2020).
- Interview at radio show '[Nākotnes formula](#)', episode #42 (Nov 2020).
- Public presentation of smart city challenges in Latvia at 'Nordic Edge' conference workshop 'Co-creating Smart Cities» with Danish Design Centre (Sept 2020).
- Co-host of podcast '[VEFRESH audio](#)', Season 1 (Sept 2020 – Nov 2020).
- Public presentation of Riga Freeport public engagement policy evaluation at Latvia's largest architecture & urban planning event '[Reinholda Šmēlinga konference](#)' (Nov 2018).
- Moderator of a public discussion between Riga City Architect's Office, Riga City Council Development department & community NGOs about introduction of public water transport in Riga (July 2018).
- Public presentation of Masters' thesis results and suggested communication model between municipality & NGOs in Riga City Council (May 2018).
- Participant in discussion panel with Minister of Economics of Latvia Arvils Ašeradens during event 'Konsultē vispirms' for Latvian state institution managers (Mar 2017).

## PRESS

Commentaries published in written media:

- '[Drukāt pašiem savu naudu](#)», portal ir.lv (Oct 2020).
- '[Pa kurām Rīgas ielām Tu izvēlies neiet?](#)', portal Delfi.lv (Oct 2020).

## OTHER

- Knowledge of HTML, CSS, Bootstrap for website design creation.
- Driving licence (Category B).