



Eva Stoyanova

Founder & Executive Operations Partner, Hartona Ltd.

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The Short Version

I've spent 18+ years making complex organizations run smoothly — first inside the United Nations, international NGOs, and high-growth companies, and since 2021, as the founder of Hartona, a remote executive operations company built to bring that same precision to founders and growing teams.

What I Do

I help founders, executives, and organizations run their operations with structure, discretion, and speed — so they can focus on the parts of the business only they can do. That means executive calendar and inbox management, SOP design, event and stakeholder coordination, to business development and digital communications, and the day-to-day judgment calls that keep an operation from quietly falling apart.

Track Record

- **Founder & Managing Director, Hartona** (2021–present) — Built and led a remote team of up to four executive assistants serving global clients, including international nonprofits, a venture fund, and an AV production company. Designed the SOPs, delegation frameworks, and quality standards that let the team deliver consistently across time zones.
 - **Administrative Manager, Walltopia** (2026) — Running full-scope administrative operations for a global manufacturer: compliance, contracts, facilities, and executive support at scale.
 - **Office & Programme Coordinator, European Council on Foreign Relations** (2024–2025) — Coordinated high-level public and closed-door events across Sofia and abroad; managed CRM systems, budgets, and digital communications for an international policy think tank.
 - **Office Coordinator, Entain Bulgaria** (2018–2021) — Supported a CEO and senior leadership directly; coordinated 100+ business trips a year and internal events for 500+ employees.
 - **Public Awareness Assistant, UNFPA — the UN Population Fund** (2005–2008) — Ran public health PR campaigns and coordinated goodwill ambassadors, press, and large-scale public events under UN standards.
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Why It Matters

Running my own operations company gave me something a traditional career path doesn't: a founder's perspective on what an operations partner actually needs to deliver — proactivity, judgment, and the ability to act without being asked twice. I know what it's like to be the founder relying on someone else to keep things from slipping, because I've been on both sides of that relationship.

Beyond Hartona

I'm co-founder of Matter Foundation, a nonprofit building inclusive employment and therapeutic support for people with disabilities and their families in Bulgaria. I hold a BA in Public Relations and am currently completing an MBA in Strategic Management, both from Sofia University.