

# Media release

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## Renewable Energy Industry: Axpo Bulgaria's CEO Designated Business Woman of the Year

**The Managing Director of Axpo Bulgaria, Milena Videnova, has been named the winner of the 2023 business woman of the year in the category of "Renewable Energy Industry". The prestigious prize is awarded by the European CEO magazine and the winner is selected among C-suites executives from all 27 EU countries.**

The European CEO Awards bring together companies pushing the envelope in business and the executives that make this progress possible. The [European CEO](#) magazine engages a diverse four-member independent judging panel including business leaders and Chief Executives across industries such as telecommunications, accounting, financial technology and engineering.

Axpo Bulgaria CEO Milena Videnova said: "I am honoured to receive this distinction in such an important category. I have overcome many different challenges in more than 20 years of corporate experience, especially as a female leader. For several different business assignments, even at the assessment stage, I had to deliver far better results than my male peers. I have often been underestimated in the beginning, which gave me an added incentive to succeed and helped me to outperform."

Milena's message to women is to never give up and believe that having both a career and a family is indeed possible: "The world is changing, and women have incredible potential. Please, do not underestimate yourselves even when others underestimate you. Push to be better, each day, every day."

"I would like to thank all our customers, partners, and the Axpo teams in the Swiss headquarters for their trust and co-operation as well as the whole Axpo Bulgaria team for the positive energy which helped to transform our Sofia office from an operational centre into a real trading hub with sustainable growth, despite turbulent times across the energy markets. The success was possible only with our great team going the extra mile!" she concluded.

Milena Videnova is a manager with over 21 years of experience in banking, insurance, and finance. She holds a Master's degree in International Economic Relations at the UNWE - Sofia, and has numerous specialisations in the country and abroad. Since August 2020, she has been Axpo Bulgaria's CEO, expanding the company's operations and market presence. From being a regional power and gas trader, Axpo Bulgaria now serves as a trading hub for 15 European markets. Milena increased Axpo Bulgaria's team to over 100 professionals.



### **About Axpo**

Axpo is driven by a single purpose – to enable a sustainable future through innovative energy solutions. Axpo is Switzerland's largest producer of renewable energy and an international leader in energy trading and the marketing of solar and wind power. Axpo combines the experience and expertise of more than 6,000 employees who are driven by a passion for innovation, collaboration and impactful change. Using cutting-edge technologies, Axpo innovates to meet the evolving needs of its customers in over 30 countries across Europe, North America and Asia.

### **About Axpo Bulgaria**

Axpo Bulgaria is a subsidiary of Switzerland's largest producer of renewable energy and an international leader in energy trading and the marketing of solar and wind power Axpo Group. Since 2022, Axpo Bulgaria is a trading hub for Axpo Trading & Sales in the Central & Eastern European region. The company has more than 100 employees.

### **About European CEO**

European CEO is a leading subscription-based quarterly print and online publication, which provides the numbers, detailed analysis, strategy, and guidance needed to make qualified business decisions in Europe's diverse marketplace.

### **More information**

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