
Eva Říhová

Mgr. Eva Říhová

Marketing Specialist at KORID LK, spol. s r.o.; Volunteer Spokesperson for the Czech Red Cross – Regional Association of Liberec.

Expertise and focus:	I studied marketing communication and gained experience in the private sector before spending almost five years working on building and promoting the brand of the Liberec Region. My expertise lies primarily in marketing, strategic communication, brand building, and public relations, particularly in the public and non-profit sectors.
Form of mentoring meetings:	Either way, online or offline
Has an experience in:	Career in the public sector Career in the non-profit sector
	Link to CV

Previous mentoring experience:	
Motivation:	The reason why I want to become a mentor is that I want to get to know a new environment. I want to establish contacts with new, young and talented people. If my experiences could help them in their further development, it would be all the better. A great motivation for me is further future cooperation on possible other tasks or projects that would not remain just on paper or in the classroom, but would become real and transferable into practice.
Career guidance topics you can discuss with the mentor:	• Identifying and utilizing one's skill set • Differences between academic and non-academic careers
Research related experience the mentor is ready to share with the mentee:	• Consultation on preparation for a job interview • Networking - introducing people in the field • Participating in events together with a mentee (conferences, symposia, fairs, etc.) • Transition from academia to the private sector • Project management
Open to discuss topics related to family and work-life balance:	Yes
Language:	Czech