

ALEXANDRA ALVAROVA BIOGRAPHY

Alexandra "Sasha" Alvarova was born in 1967 in Beroun, a town in a steel belt surrounding the outer regions of Prague and ruled by the Reds. Alexandra's hometown was defined by two powerful factors: huge steel mills and an iron-fisted rule of the Communist Party of Czechoslovakia.

Alexandra's father, while not a "card-carrying dissident," was a courageous critic of the 1968 Soviet military invasion as well as an outspoken critic of the oppressive regime ushered in by the Russian occupiers. His criticism cost him his job and subjected the entire family to deliberate and menacing persecution. Alexandra, a stellar student, was raised to understand that one cost of dissent was that she would have little chance of earning a college degree. It was a common practice of the regime to punish dissenters by denying their children access to higher education, a threat more effective than a prison sentence that kept the population toeing the line.

During Alexandra's early years pro-communist and pro-Soviet propaganda seeped into every aspect of day-to-day life, from buying a loaf of bread to artistic expression. Nonetheless, Alexandra enjoyed the poetry she read as a child and enthusiastically performed poetry recitals and entered reciting competitions, tit-for-tat affairs pairing an artist's selection with a mandatory piece of communist propaganda. Alexandra often placed first even at state-wide events. Russian language was a loathsome compulsory subject for Alexandra and all students stuck behind the Iron Curtain, but, like it or not, Alexandra gradually acquired a broad comprehension of Russian and Soviet literature, poetry, fine arts, and music. With an astute mind, she also developed an ability to discern between art and mere propaganda. Alexandra, who had learned to read at the age of five, was by twelve a voracious reader with a true passion for literature and an interest in psychology and communications, albeit restricted to books allowed by the regime. She was fascinated by authors like Eric Berne, Gustav LeBon, Erich Fromm, and C.G. Jung. Later on, in the heydays after the 1989 Velvet Revolution, she added Marshall McLuhan to the list. And while the communist regime treated all things Soviet with heavy-handed preference, the practice gave Alexandra easy access to works by Alexander Luria, Alexei N. Leontiev, and others from the so-called Kharkovsky school of psychology of the 1960s and 1970s.

Given her dissenter's-daughter status, Alexandra knew she wouldn't be able to get a degree in psychology or the communications field, but, in an absurd twist typical of the era, she was accepted in an impossible-to-get-into theater program of the Academy of Performing Arts, a Czech version of Julliard. She left the school before earning a degree because, like so many before her, she managed to escape to Germany. She returned to Czechoslovakia soon after the Velvet Revolution.

As a vocal supporter of swift political, market and social changes needed for the country's reintegration among the Western democracies, especially after the peaceful separation of Czechoslovakia into two independent countries, Alexandra gradually gained recognition as a journalist, a publicist, and an author of numerous essays and commentaries on current events, media theory, and foreign policy issues. Widely recognized for her ability to put complex events and developments in the proper context, in 1996 Alexandra took a position in political marketing and has worked in communications, political-marketing and election-campaign management ever since.

In between 1996 and 2006, she served as Head of the Mitteleuropa Working Group associated with the School of Journalism, Friedrich Funder Institute, Political Academy ÖVP, in Vienna, Austria. As the head of the marketing department for OK System, in Prague, she was instrumental in devising and implementing new communication and distribution-of-information strategies in a highly-competitive IT environment. In 2012 the Christian Democratic Union-Czech People's Party hired her to lead the party's political-marketing and press-office sections and to serve as the party's official spokesperson. As Campaign Manager, she developed and managed the campaign, and in 2012 and 2013 led the party through two successful elections. In 2014 she accepted a prestigious assignment as Advisor for Public Relations to the Head of the Legislation Committee of the European Parliament in Brussels. At the pinnacle of her career, in the aftermath of Russia's 2013 hybrid-war invasion of the Czech Republic, Alexandra relinquished the post and, citing concerns for her children's future, relocated her family to Canada. She works as a marketing supervisor, communication strategist and social-media-content editor in Vancouver, British Columbia, Canada. Fluent in Czech, English, and German, and proficient in Russian, French, and Slovak, she is a prolific commentator and a well-versed communicator across a multitude of social-media networks and platforms.

Alexandra Alvarova is a recognized authority in political marketing and public relations and, a sought-after seminar leader, facilitator, and public speaker. In 2017 she wrote *The Industry of Lies*, a non-fiction work centered around a core concept: "Russia used the 2013 presidential election in the Czech Republic as a trial run to perfect its hybrid-warfare aggression for altering the outcome of the 2016 US Presidential elections." The Czech-language publication received wide critical acclaim and praise for presenting difficult concepts and unpleasant realities in an easy-to-understand style. Alexandra is actively seeking a publisher for an updated English-language edition of *The Industry of Lies*.