

Profile

Seasoned manager, who worked across general management, sales, business development, operations and marketing across tech and FMCG. Native speaker in Greek, proficient in English and business level in German. Visited 37 countries and 4 continents, having lived across 6 cities.

Experience

2019 - to date KATHIMERINES EKDOSEIS, ATHENS, GREECE, Managing Director

Led the company's P&L and daily operations, with an overall responsibility of \$120 million annualized.

- Led a team of 500 FTEs (7 Team Leads) in Athens, in charge of managing the largest and oldest national media organization
- Grew business with a Compound Annual Growth Rate of 24%, despite the covid challenges and the major market's setbacks, gaining 6 points market share. Increased team headcount from 440 to 520 employees in 3 years and increased productivity per FTE by 31% Year on Year

2015 - 2018 GOOGLE DUBLIN, IRELAND Head of EMEA Sales Development, EMEA Headquarters

Led Google's Sales Development Program in EMEA Acquisitions with an overall responsibility of \$190 million annualized. • Led a team of 77 FTEs (8 Team Leads, 69 reps) in EMEA across 3 hubs (Dublin – Hamburg – Moscow), in charge of facilitating lead generation / warm up / scalable workflows and the cross functional operations across Sales, Finance & Marketing.

- Grew business with a Compound Annual Growth Rate of 77%. Increased team headcount from 49 to 79 employees in 3 Quarters and increased productivity per FTE by 34% Year on Year

2011 – 2015 GOOGLE DUBLIN, IRELAND Head of New Business Sales, SEEMEA markets, EMEA Headquarters Led the acquisitions department (business development managers, account managers, marketing coordinators) of 15+ FTE with a revenue responsibility of \$180 million annualized. Promoted from Senior Business Development Manager for South-eastern Europe within year 1 and from Head of New Business Sales, CEE within year 3.

- Led and oversaw the new business sales activity focusing on sales strategies, planning, budgeting and transforming global strategies into local strategies. Responsible for revenue, market development / penetration strategies, people management, territory planning, pipeline management, demand generation, budget management and business forecasts
- Devised and implemented a successful turn-around strategy focused on building the New Business regional organization from scratch, leading Russia and CEE in the top 3 clusters with regard to revenue / FTE productivity, delivering an average of 77% year on year growth and consistently overachieved sales targets on an average of 109% for 16 consecutive quarters

2009 – 2011 PROCTER & GAMBLE GENEVA, SWITZERLAND Senior Associate Brand Manager Central & Eastern Europe, Prestige Products Global Headquarters

Led critical initiatives, fundamentally repositioning the Central & Eastern Europe Prestige distributor business for future sustained growth. Drove the negotiation of annual commercial agreements, coordinating their execution in CE Europe market.

- Directed all aspects of launch including obtaining senior management commitment and budget approval, leading project team, and making decisions related to product lineup, pricing, packaging, and product development
- Drove +7% volume growth (+\$1.8 million) versus +3% growth over the same period globally; supervised advertising development (delivering +14% volume increase), alternate channel distribution and customer marketing development

2007 – 2009 PROCTER & GAMBLE GENEVA, SWITZERLAND Associate Brand Manager Latin America, Wella Global Headquarters

Managed regionally all Wella Digital, Relationship Marketing and Franchise initiatives. High focus on building the commercial foundation of the brand and setting the vision for future development.

2005 – 2006 Eugenides Group, Aegean Speed Lines ATHENS, GREECE Sales and Marketing Coordinator

Education

2000 – 2005 ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS ATHENS, GREECE BA in International and European Economic Studies, GPA 7.22 out of 10 (top 10% of the class)

2002 – 2005 AMERICAN COLLEGE OF GREECE ATHENS, GREECE BSc in Business Administration: GPA 3.63 out of 4. Graduated with High Distinction (top 1% of the class).

2006 – 2007 LONDON SCHOOL OF ECONOMICS LONDON, UK Msc in International Employment Relations and HR Management, Department of Management, Merit (top 10% of the class)

2012 LONDON BUSINESS SCHOOL LONDON, UK Executive Education course focused on Customer Marketing (funded by Google)

2013 UNIVERSITY OF PENNSYLVANIA, WHARTON BUSINESS SCHOOL PHILADELPHIA, US Executive Education course focused on Sales Management (funded by Google)

2014 HARVARD BUSINESS SCHOOL LONDON, UK Executive Education course focused on Leadership (funded by Google)

2015 LONDON BUSINESS SCHOOL LONDON, UK Executive Education course focused on Financial Management for Senior Managers (funded by Google)

2018 UNIVERSITY OF PENNSYLVANIA, WHARTON BUSINESS SCHOOL PHILADELPHIA, US Executive Education course focused on Management (funded by Google)

2022 - 2023 MASSACHUSETTS INSTITUTE OF TECHNOLOGY, US Master of Business Administration (MBA)