**Rigopoulou Irini, PhD.**

**Associate Professor in Marketing,** Dept of Product and Systems Design Engineering, Uni of the Aegean

**Visiting Professor in Marketing, A**thens **U**niversity of **E**conomics and **B**usiness

**Change Accelerator** \* **Youth Self- Strategist** \* **Consultant / Trainer**

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| **CARRIER SUMMARY** |

She started her career as a **Marketing Executive**. She worked in Greek and multi-national companies for around 14 years.

Her love for knowledge transfer and her multifaceted experience with young people directed her towards an **academic career**. For the past overall 16 years she has been teaching in the Athens University of Economics and Business, while also cooperating with the Hellenic Open University for 10 years, and Cyprus Open University for 2 years, and writing various articles in highly regarded scientific reviews and educational manuals. Since October 2016 serves Athens University of Economics and Business as a Visiting Professor by teaching at PostGrad programs and supervising thesis or participating in other projects.

At the same time (and until now), she has been working as a **Company Consultant & Seminar instructor / facilitator** on issues of Branding & Marketing Strategic Management under the **sustainability perspective** which is strongly appreciated by Irini.

This course, in combination with her faith in people and their potential, direct her towards Psychology and, very recently, towards **Coaching**. She is currently a Certified Coach by the University of Cambridge, UK.

She considers it essential to offer her knowledge and personal interest in **developmental processes oriented towards personal potential, *especially for young people***. Her approach is related to her conviction that "potential exists within ourselves”; therefore, each one’s authenticity and uniqueness constitute the foundation stone for building our **Self-Strategy**. In her lectures as well seminars, she selects Hands-On & Action Learning methodologies, which increase their effectiveness.

For several years shares her opinions with marketing practitioners through her column **Marketeyesing** on the Marketing Week review and recently on the natura nrg, holistic magazine.

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| ACADEMIC EXPERIENCE |

* UNIVERSITY OF THE AEGEAN
  + - February 2018 – to date, Associate Professor, Dept of Product and Systems Design Engineering

*Teaching Assignments: Marketing, Consumer Behaviour (among others) and Marketing and its contribution to Design Valuation (for idpi PostGrad program)*

* ATHENS UNIVERSITY OF ECONOMICS & BUSINESS, (AUEB)
  + - October 2016 – to date, Visiting Professor in PostGraduate Programs
    - July 2003 – September 2016, Fulltime Faculty in Marketing, Bus. Admin. Dept., [as *Lecturer*: FEK 168 / 16-07-2003 and *Assistant Professor*: FEK 616 / 30-08-2011]
    - 2000 – July 2003, Adj. Lecturer [ΠΔ 408] in Marketing, Business Administration Dept., AUEB

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Teaching assignments / Teachers evaluation\*

Sales Management and Selling Techniques, [ 2014-15 evaluation: 4.75/5.00 ]

Public Relations and Business Ethics, [ 2014-15 evaluation: 4.75/5.00 ]

Brand Management, [ 2013-14 evaluation: 4.57/5.00, 2014-15 evaluation: 4.60/5.00 ]

Strategic e-Marketing, [ 2013-14 evaluation: 4.43/5.00, 2014-15 evaluation: 4.63/5.00 ]

Advertising and Sales Promotion, [ 2013-14 evaluation: 4.69/5.00, 2014-15 evaluation: 4.62/5.00]

Services Marketing, High-tech Marketing \*\*[ N/A]

\* Source: MODIP, AUEB.

She also served as a Faculty at several PostGrad programs :

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| **PROGRAM** | **MODULE** | **PERIOD** |  |
| MSM full time | PR & Corporate Communication | 2006 - 2013 |  |
| **EVALUATION:** MSM3: **4.05/5,** MSM4: **4.71/5, MSM5: 4.52/5,** MSM6: **4.38/5,** MSM7: **3.9/5**. | | | |
|  | Marketing Management |  |  |
| **EVALUATION**: 4.59/5 | | | |
| MSM part time | Consumer Behaviour & MKT Research | 2005 - 2016 | [1] |
| Strategic marketing plan for Services | 2005 - 2012 | [2] |
| **EVALUATION:** [1]: MSM1: **8.04/10,** MSM2: **9.1/10,** MSM3: **8.74/10,** MSM4: **7.81/10,** MSM5**: 8.59/10,** MSM6: **7.43/10,** MSM7: **8.04/10**, MSM8: 8,04/10, MSM9: 7,97/10, MSM10: 7,89/10, MSM11: 9,04/10, MSM12: 8,81/10  **EVALUATION:** [2]: MSM3: **9.0/10,** MSM4: **7.66/10,** MSM5**: 8.89/10,** MSM6: **8.85/10,** MSM7: **8,56/10** | | | |
| MBA Fulltime | Strategic Marketing [1] | 2014 - todate |  |
|  | Marketing Management [2] | 2015 |  |
| EVALUATION: [1] 2014 -4,66/5, 2015 – 4,83/5  [2]. 2015 – 3,18/5 | | | |
| MSc in Information Systems | Corporate Organisation & Marketing | 2015- todate | EVALUATION: N/A |
| Athens MBA | Marketing | 2015-todate | 6,9/10 |

Other teaching experience:

* *HELLENIC OPEN UNIVERSITY, Teaching Faculty Member in Marketing, 2001- 2010*
* *OPEN UNIVERSITY of CYPRUS, Teaching Faculty Member in Marketing, 2015 - 2017*
* *UNIVERSITY OF PIRAEUS, Associate teaching staff, 2002-03*

*and*

* **Kingston Business School** – ICBS Athens Business School, subsidiary of Kingston University,

(Athens), Tutor, 2001 - 2002

* **Highbury College** (Athens), Tutor, 1999 – 2000
* **New York College**, subsidiary of the State University of New York, New Paltz and Esc., (Athens) 1998 - 1999
* *University of Surrey (Athens), Tutor in M.Sc. in Marketing by Distance Learning (Surrey European Management School of the University of Surrey, U.K), 1999*
* **Empire State College** (Athens), Tutor, 1997 - 1998
* Mediterranean Agronomic Institute of Zaragoza (CIHEAM), Visiting tutor, 2002
* Educational Centre of Hellenic Post (ELTA), Visiting tutor, 2001 - 2002

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| PARTICIPATION in Educational and Research projects |

Teaching staff, Tutor and Research contributor in Training programs:

* AUEB, Bachelor Program in Science of Education, Supervisor in Micro-teaching modules, 2011-2015
* AUEB, PostGrad Personal Development Program, Tutor, 2011 - todate

and

* Hellenic Centre of Public Administration, “Educational program in e-Marketing and communication as tools among public organisations”, 2008-09.

as well as

* AUEB, Business Administration for Apothecary Chemists, 2004, 2005, 2007, 2009, 2011, 2013, 2015.
* AUEB, Educational program in Business Administration for Managers of the Hellenic Radio-Television, 2007.
* AUEB, Sales, Marketing and Communication at the “Hellenic Post”, 2002.

Plus

* Hellenic Open University, Creation of Educational Material [DVD and Multiple choice Questions] for Distance learning programs, 2007.

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| HONORS & RECOGNITIONS: Excellence in Teaching |

Excellence Award in Teaching [PostGrad studies] for the Academic Years : 2004-06, 2006-08, 2007-09.

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| **OTHER RESPONSIBILITIES & ACADEMIC INITIATIVES** |

* Initiator and Scientific Director [with Vakola Maria, Associate Professor of OB/HR ] for the #1 Personal Development Program in Greek Universities, addressed to PostGrad students of AUEB. 5year successful running of the program.

* Member of PhD. scientific committees
* Supervisor of Master Theses from 2006 up to date.
* External examiner of ‘IKY’ scholarships in Marketing for 2006- 2007.
* Member in administrative projects of the AUEB.
* Representative of the Business Administration Dept. in the Senate of AUEB.

Speaker – panellist in several Symposia and Conferences.

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| ACADEMIC Publications |
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*In the pipeline*

Branding the tourism experience: Linking destination image and destination brand through experiential satisfaction, 2015 - 2016. *Journal of Travel Research*, with Kavaratzis M., Kladou St., Salonika El., [IF 1.884].

***Published***

1. Kladou, St., Kavaratzis M., Rigopoulou I., Salonika El., (2017). **The role of Brand elements in destination branding**, *Journal of Destination Marketing and Management,* 6(4), 426-435 [**IF 1.024**].
2. Rigopoulou I., Chaniotakis I., Kehagias J., (2017). **An extended technology acceptance model for predicting smartphone adoption among young consumers in Greece,** *International Journal of Mobile Communication***,** 15 (4), 372-387.
3. Bellou, V., Rigopoulou, I., Kehagias, I. (2015). **Employer of choice: does gender matter?.** *Gender in Management: An International Journal*, *30*(8), 613-634 [indexed in SCOPUS, jql ranking].\*
4. Rigopoulou I., Kehagias J., Chieladaki A. (2015). **Product choice attitude formation: It is a matter of collective or personal identity?**, *The European Scientific Journal,* [Special Edition / Vol.2 / Feb. pp.96-102,], [ESJ`s Index Copernicus Value, ICV, 2011 = 5.09].
5. Bellou V., Rigopoulou Ir., Chaniotakis I., Kehagias J. (2015). **Employer Brand of Choice: An Employee Perspective**, *Journal of Business Economics and Management***,** 16(6), 1201-1215.[Taylor & Francis ed., 2014 IF: 0.723]
6. Rigopoulou, I., Theodosiou, M., Katsikea, E., & Perdikis, N. (2012). **Information control, role perceptions, and work outcomes of boundary-spanning frontline managers**. *Journal of Business Research*, *65*(5), 626-633.
7. Manganari, E. E., Siomkos, G. J., Rigopoulou, I. D., & Vrechopoulos, A. P. (2011). **Virtual store layout effects on consumer behaviour: applying an environmental psychology approach in the online travel industry**. *Internet Research*, *21*(3), 326-346.
8. Kehagias, J., Rigopoulou, I., & Vassilikopoulou, A. (2011). **Linked mystery shopping inventory to customer-seller encounters**. *Journal of Customer Behaviour*, *10*(1), 7-34.
9. Tsiotsou, R. H., Rigopoulou, I. D., & Kehagias, J. D. (2010). **Tracing customer orientation and marketing capabilities through retailers’ websites: A strategic approach to internet marketing**. *Journal of Targeting, Measurement and Analysis for Marketing*, *18*(2), 79-94.
10. Lymperopoulos, C., Chaniotakis, I. E., & Rigopoulou, I. D. (2010). **Acceptance of detergent-retail brands: the role of consumer confidence and trust**. *International Journal of Retail & Distribution Management*, *38*(9), 719-736.
11. Rigopoulou, I. D., Tsiotsou, R. H., & Kehagias, J. D. (2008). **Shopping orientation-defined segments based on store-choice criteria and satisfaction: an empirical investigation**. *Journal of Marketing Management*, *24*(9-10), 979-995.
12. Rigopoulou, I. D., Chaniotakis, I. E., Lymperopoulos, C., & Siomkos, G. I. (2008). **After-sales service quality as an antecedent of customer satisfaction: The case of electronic appliances**. *Managing Service Quality: An International Journal*, *18*(5), 512-527.
13. Rigopoulou, I., & Kehagias, J. (2008). **Personal development planning under the scope of self-brand orientation**. *International Journal of Educational Management*, *22*(4), 300-313.
14. Rigopoulou I. Vamvaka M. (2008). **Websites as strategic communication tools in e-governance: in depth evaluation,** SPOUDAI**,** 58(1-2) pp. 31-90 [indexed in Journal of Economic Literature, EconLit Database].
15. Siomkos G., Vassilikopoulou Aik. Rigopoulou I. 2007. **The impact of gender and age in consumers’ perception of corporate social responsibility**, *Ethics and Critical thinking Journal*, Vol. 2007, Issue 2, [indexed/abstracted in and distributed by Cabells & EBSCO, ISSN 1547-5425, OCLC 53447909].
16. Siomkos G., Vassilikopoulou A., Stavrianea A., Rigopoulou Ir. 2006. **Managers' and Consumers' Perceptions of Corporate Social Responsibility: Some Empirical Evidence and Strategic Marketing Implications for Private Healthcare Organizations**, *European Journal of Social Sciences*, Vol. 2, No. 2, pp.260-268 [monitored by Social Sciences Citation Index (SSCI) - indexed/abstracted in and distributed by EBSCO, SSRN, DOAJ, Ulrich, Cabell's Databases].
17. Siomkos G., Vassilikopoulou Α. Rigopoulou Ir. 2006. **Is Encouraging Materialism the 'Unethical Side' of Marketing?**, *Management and Economics Biannual Scientific Journal*, Vol. 3, Spring, pp. 203-209.
18. Rigopoulou Ir. Angelis V. 2003. **The influence of the Brand name to Brand’s success**, *European Research Studies Journal*, Vol.6, No. 3 -4, pp.257-280. \*[The ERS Journal has been evaluated and accepted by [JEL](http://www.aeaweb.org/journal.html) and it is included in [SSRN](http://www.ssrn.com/) and the [EconLit](http://www.econlit.org/), the electronic indexing and abstracting service of the American Economic Association, and distributed by [EBSCO Publishing](http://www.epnet.com/) , MA USA].
19. Panygirakis G., Theodorides Pr., Rigopoulou Ir. 2003. **Consumer Exclusion and Social Responsibility in Marketing Decision**, *Journal of Internet Banking and Commerce*, Vol.8, No.1(June) [http://www.arraydev.com/commerce/JIBC/0306-02.htm].
20. Rigopoulou Ir. 2002. **Brand eExtensions: A modern source of Competitive Advantage**, *Journal of the Internet Marketing*, Vol.3 No.2 (November) [http://www.arraydev.com/commerce/jim/IRigopoulou011202.htm].
21. Rigopoulou Ir. 2002. **A Strategic approach to Brand Definition**, *SPOUDAI,*  Vol. 52, Issue 4 (Oct – Dec), pp. 42-68. [indexed in Journal of Economic Literature, EconLit Database].
22. Rigopoulou Ir. (acceptance 2002 / published 2003) . **The Brand naming process. The case of the Greek industry**, *Special Edition of the University of Piraeus in honour of Prof. Ap. Lazaris*, section c’, pp. 489-514
23. Rigopoulou Ir. , Kehagias J. 2002. **Brand Name typology: chaotic or logic?,** Special edition of the University of the Aegean in honour of Prof. l. Nicolaou, section Α΄, pp. 595-610.

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| Academic Conferences |

1. “**Asserting the significance of the brand’s symbolic elements in destination branding**”, Advances  
   in Tourism Marketing 2015  Conference, September 8-10, Joensuu, Finland (with Kladou St., Kavaratzis M., Salonika El.)
2. **“Towards an enhanced model for customer patronage, A structured Abstract**”, Academy of Marketing Science, World Marketing Congress, 2015, July 14-18, Bari, Italy (with Kehagias J.)
3. **“Public Sector as an Employer of choice**”, Journal of Youth Studies Conference 2015, March 30- April 1 2015, Copenhagen, Denmark (with Kehagias J. and Tsiami N.)
4. **“Product attitude formation: It is a matter of collective or personal identity**?”, International Scientific Forum, 2014, December 11-13, Tirana ( with Chieladaki Ath. and Kechagias J.)
5. “**Factors affecting young consumers’ intention to buy “smart phones” An extended TAM model**”, European Marketing Academy Annual Conference, 2012, May 21-25, Lisbon, (with Chaniotakis I., Kehagias J.)
6. **“Investigating the Dimensions of the Employer Brand”,** European Marketing Academy Annual Conference , 2010, June 1-4, Copenhagen – Da., (with Kehagia J., Bellou V., Chaniotakis I.).
7. **“On the definition of Crises and their Typologies”,** European Marketing Academy Annual Conference , 2010, June 1-4, Copenhagen – Da., [Poster] (with Siomko G., Kehagia J., Manganari E.).
8. **“Brand Personality and Image in Destination Marketing: the case of a Greek Island”,** Athens Tourism Symposium 2010, International Scientific Congress on Current Trends in Tourism Management and Tourism Policy, February 10-11, Athens, (with M. Pollaki).
9. “**Staging Experiences as a Response to Consumers’ Desires**”, Academy of Marketing Conference, 2008, July 8-10, Aberdeen University, UK, (with Em. Manganari).
10. “**Store-choice criteria and satisfaction on the development of shopping orientation segments**”, Academy of Marketing Conference, 2008, July 8-10, Aberdeen University, UK, (with Tsiotsou R., Kehagia J., Katsikea E.).
11. “**The** **Effects of After Sales Services on the Referral and Repurchase intentions**”, European Marketing Academy Annual Conference , 2008, May 27-29, Brighton – UK., (with Siomkos, G., Lymperopoulos C., Chaniotakis J.).
12. “**Explore your destination Brand by “exploring” your senses**”, Hospitality & Tourism Knowledge Management Symposium at the International Conference on Management and Marketing Sciences (ICMMS), 2008, May 23-25, Athens – Greece, (with Kampa El.).
13. “**Service Qualities as antecedents of Satisfaction in the educational scene**”, International Conference on Higher Education Marketing (ICHEM) 2008, Marketising, Marketing and Higher Educatiοn, On behalf of the Academy of Marketing Special Interest Group for the Marketing of Higher Education, 2008, April 2nd - 4th, Kraków, (with Printezis J.).
14. “**Sales Promotions: Beneficial to whom?”,** 7th Global Conference of Economics and Business, 2007, October 13-14, Rome - Italy, (with Kehagias J., Vamvaka M.).
15. “**Marketing Culture and Customer orientation through Web sites’ structure and content: what Multidimensional Scaling reveal**”, 1st Biannual International Conference “Strategic Developments in Services Marketing”, University of Aegean, University of Glasgow and Greek Academy of Marketing, 2007, September 27-29, Chios- Greece, (with Kehagia J., Vassilikopoulou Aik.).
16. “**Brand Equity elements and Crisis Management**”, Academy of Marketing Conference, 2007, July 4-6, Kingston University, Surrey - UK, (with Siomkos G., Kehagias J. Vassilikopoulou Aik.).
17. “**Competitive positioning: the perceived value as guiding variable in categorizing high tech users**”, 3ο Hellenic Conference of Systemic thinking (ΕΕΣΜ), University of Piraeus, 2007, May 26-28, Piraeus - Greece, (with Tsiamis, J., Siomkos, G.).
18. “**Have you been threatened by a Crisis? Don’t worry, (probably) nothing will change**”, European Marketing Academy Annual Conference , 2007, May 22-24, Reykjavik – Iceland, (with Siomkos G., Kehagias, J., Vassilikopoulou Aik.).
19. “**Self-Brand Management” supports Personal Development Planning – An ethical contribution of Marketing to higher Education**”, The Academy of Marketing, Special Interest Group on the Marketing of Higher Education, Eotvos Lorand University Hungary, 2007, April 4-7, Budapest – Hungary.
20. “**Moral Development of companies, An optimistic view from Greece**”, 6th Global Conference of Economics and Business, Gutman Conference Center, Cambridge Boston,[Harvard University], 2006, October 15-16, USA., (with Siomkos G., Vassilikopoulou Aik.).
21. “**Consumer Willingness to pay more for ethical products: some empirical evidence**”, 35th European Marketing Academy Annual Conference, 2006, May 23 – 26 Athens - Greece,(with Vassilikopoulou Aik., Siomkos G.).
22. “**From Ethics to Ethos: What Marketing could do**”, Academy of Marketing Conference, 2004, July, UK
23. “**Profiling sponsors of sport events in Greece**”, 6ο Hellenic Conference of Sports Management, 2005 November, Crete (with Siomkos, G., Vassilikopoulou Aik., Grammatikopoulos Th.).

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| BOOKS - OTHER ACADEMIC PUBLICATIONS |

BOOK**:**

**Strategic Brand Management**, J.-N. Kapferer, Scientific Supervision for the Greek Edition, Rosili Publ. 2014.

Academic Notes:

1. Selling Techniques for Brands, AUEB Publications, 2015.
2. Websites as communicational tools, National School of Public Management, 2010, [355p. / 172 ppt]
3. Electronic Marketing, co-author with Aik. Vassilikopoulou, Hellenic Open University, 2007, [p.172-302].
4. Distribution and Retailing, co-author with Prof. G. Panygirakis, Athens University of Economics and Business, 2001-2002, [286p].

**CREATION of EDUCATIONAL MATERIAL**

* “PUBLIC RELATIONS” Teachers Guiding manual, [ EPEAEK ΙΙ], 2007.
* Multiple choice Questions and Educational DVD, Hellenic Open University, 2004,

topics: Marketing Research, Strategic Marketing Plan.

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| Other Publications |

Marketing Week Magazine, Dec 2008 – Feb 2015, monthly column entitled: “Market***eye***sing” – A different view to marketing, [www.boussias.com]

Natura nrg magazine, Autumn 2017 – todate, monthlu coloumn entitled: wellwise – a holistic way to manage, [www.naturanrg.gr]

‘Strategic Management and Establishment of a Brand, June 2000, News paper : “Η ΝΑΥΤΕΜΠΟΡΙΚΗ” – NAFTEBORIKI, Executive, p.1

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| PROFESSIONAL / MANAGERIAL EXPERIENCE |

* **Bayer Hellas S.A.,** Consumer Care Dept., 1986 – 1999.

Assistant Product Manager and Group Product Manager

Responsible for the market launching of several international consumer Brands / product

line extensions [Natreen, Delial, Baygon, Autan, Green House]

* **BIOPHYSIS SA,** [Bio – Agrar products], (1999-) 2000.

Marketing Manager with responsibilities in Sales

Creation and establishment of the first bio – Brand in the Greek market [‘Agnokipos’].

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| BUSINESS CONSULTING - TRAINING - COACHING |

Among others:

* **ZARBIS SA**, [Pharmaceutical Company], 2015-2016.

Marketing – Business Auditing

* **Pressious arvanitidis SA** [Printing company], 2009 – 2014.

Participation in a broader re-engineering project

Responsible for improving marketing efficiency, through the Creation of:

**Corporate Brand Audit**

**Corporate Marketing Audit**

**New Business Development Audit**

**Internal Customer Audit**

**Quality – driven Customer orientation [b2b]**

Initiation of **one-to-one Coaching sessions** with key-staff of the company, which consisted of one group coaching session, and several one-to-one sessions. Overall 10 participants were involved in this coaching programme. The objective of the project is to enhance the sense of self-responsibility of the staff.

* **L’oreal Hellas SA,** [Cosmetics]**,** 2003- to date

From 2003- to date, Corporate Trainer in Marketing, Sales and Customer service Disciplines.

Developed and implemented several Seminars, through the general concept of **“Building sustainable Business Growth through Training”.**

Responsible for seminars to L’oreal Sales Staff [“push seminars”], as well as to L’oreal’s clientele [“pull seminars”]. The seminars offered so far cover topics, like

* Marketing plan of a small business [Coiffure]
* Brand personality and identity for small business
* Clients & End-customers retention
* Enhancement of relationships between New Clients & End-customers
* How to create Satisfied clients & end-customers
* Searching for the value-price relationship
* Improving service quality
* Increase the SELL-OUT market share

All the above seminars aim at enhancing the effectiveness and the efficiency of the clientele of the Company.

From 2008 working with **L’oreal Hellas** and **FOCUS Consultancy (UK)** as the assigned official trainer for Greece, in the global project, **Diversity at L’oreal**, aiming at increasing the company’s performance through the adoption of Diversity principles. The particular project is highly human-centered and in terms of its methodology, it is structured as follows:

one-to-one in depth interviews and group discussions with the staff in the context of a coaching approach and, 11/5 day executive training in Groups of 15 persons.

The project is still in process.

Extensive experience in consulting and business training, as an independent consultant – trainer. Until now, she has been chosen by several Companies in Greece for the above services.

Among others:

1. Collaboration with **TreasureLab**, Solution focused coaching company, **Treasure iPath** Project.

1. **Nespresso** [Coffee specialist] – Consultative Selling, 2010- 2017
2. **Groupama** [Insurance Company], 2013- todate
3. **EIAS,** [Hellenic Institute of Insurance Studies], 2014 - todate
4. **A/B Vassilopoulos** [Retail chain], 2011- todate.
5. **Apivita** [Cosmetics], 2007 – todate**.**
6. **Global Link,** Research Specialist, 2013-2014.
7. **DEH** [Public Electricity Company] [Strategic marketing planning], 2006-08.

She was among the experts who initiated the development of two Marketing Plans for the core Business Units of the Company. The methodology which was adopted was based on the “familiarity” of the process by the staff, meaning that the external consultants were guiding the staff on how to create the 2 MKT plans. This methodology allowed the company to capitalise on the project.

1. **SYMMETRIA** [Beauty Centre], 2006

The objective of the particular assignment was to assess the customer service offered by the centre. An extended mystery shopping research was conducted and the evaluation of the services offered was based on concrete assessment tools, which were tailor-made according to the needs and characteristics of the centre.

1. **OLYMPOS** – [Dairy-foods], 2005.

Training seminars were offered to small groups of staff [overall 25 persons were trained], following hands-on methodology and highly interactive approach. This was decided since the members of the groups had absolute lack of technical knowledge on the subjects covered.

1. **ΤΙΜ** [Mobile communication], 2003.

Since customer service was the topic of the particular training program, the methodology of mystery shopping was chosen prior to the implementation of the seminar. Besides, the training program was covered by two facilitators simultaneously, something which made the seminar effective in a cumulative manner.

Moreover, Training services have been offered in the past to the following companies:

1. **Chrysler Hellas AE** (Car industry),
2. **AVIS Hellas** (Car rental),
3. **Western Union** (Money transfer),
4. **M. GNAFAKIS** (Clothing),
5. **Intersport** (Sport and casual clothing and accessories),
6. **EMVAS SA** (Shoes Elite),
7. **MINION** (Retailing)
8. **PIRAEUS BANK.**

**GENERAL TRAINING PRINCIPLES**:

Based on the customer orientation principle, the Executive Training / Coaching Programs address real needs of the companies. Along this line, the training development is based on extensive need analysis. Thus, focus is being given on the selection of the topics covered by the training program. Tools like Mystery shopping, Questionnaire completion, Self evaluation forms completion are utilised. Emphasis is being given on the creation of pre-designated groups of participants, in order to establish a clear and constant evolution.

The programs become part of the integrated employee management. Training as well as Coaching, being connected to hiring criteria and procedures, reward systems and carrier paths of the employees, have to be taylor-made to individual and company needs & requirements.

Contribution in **Needs recognition, Training programs’ design and implementation, Programs’ evaluation and follow-up,** in the areas of:

* Customized Corporate Marketing – Relationship selling and Customer-oriented training programs,
* Customized clientele training programs, and
* Personal Development programs

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| EDUCATION |

1995 - 2000 University of the Aegean, Greece Business Administration Dept.

Philosophy Degree (PhD.) in Marketing

Title: “Strategic Decision making model on Brand creation and naming”

[Viva: May 17th , 2000 – Grade: 10 , Excellent]

1988 - 1995 **University of the Piraeus**, Business Administration Dept.

Specialty: Marketing, Total Quality Management

1988 – 1990 Koeln University /Hellenic – German Chambers of commerce & industry

Business Administration – Industrial and Sales Management

Specialty: “Production Manager” [‘Industriekauffrau’]

Besides,

2016 Pennsylvania State University, USA

Certificate on “Creativity, Innovation, Change”

2009 – 2010 University of Cambridge, Institute of Continuous Education,

Certificate on Coaching

2004 - 2006 Educational Institute «ANTISTIXI» (“counter-point”)

2-year professional education and training on:

Systemic Psychology and Inter-personal relationships,

in cooperation with the Athenian Institute of Anthropos.

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| **PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS** |

* Member of the Hellenic Academy of Marketing, and of the Academy of Marketing, UK.

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| Other Personal Data |



Date of Birth: 1968

Marital status: Married

Contact details:

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Skype: Irini ri