



Irini Rigopoulou,
PhD

Highly Qualified
Trainer, Consultant, Coach

PROFESSIONAL PROFILE

- **Associate Professor,**
Dept. of Product & Systems Design Engineering, Polytechnic School, University of the Aegean
 - [University Professor at the Athens University of Economics and Business since 2002, Adj. Prof. at the Hellenic Open University, the Open University of Cyprus and various others British and American Universities, i.e. New York University, University of Louisville, Kingston College]
 - [Her academic publications have appeared in reputable international academic Journals and Conferences. She has served as a supervisor for Essays and Theses and as a member in several committees. She has received awards for Distinctive Teaching in PostGrad Programs]
- **Strategic Partner * Consultant** for various Greek Companies, active in several sectors and business areas [2002 to date]
- **Executive Trainer * Facilitator** for Corporate Educational programs [open courses and in-house programs] [2001 to date]
- **Professional & Personal Development Coach** [one-to-one and team coaching sessions]
- **Co-Founder and Member of the Executive Team,** Biophysics Co., Organic foods [1999 - 2001]
- **Product and Brand Manager,** Bayer Hellas S.A., Greece [1986 - 1999]
- **Initiator of the #1 (and only) Personal Development [Leadership] Program** in Greek Universities
- **Member of the Organizing Board,** ReGeneration, Greece
- **Member of the Committee for Education and Development,** AmCham, Greece
- **Co-organizer of Corporate Academies and Executive Learning Programs**
- **Member of Juries**
- **Keynote and Guest Speaker at** Several Corporate Events and Business Conferences

THEORETICAL BACKGROUND

Business Administration & Management, University of Piraeus, Greece

Industrial Manager, IHK & University of Cologne, Germany

Strategic Brand Management, PhD, University of the Aegean, Greece

Systemic Psychology, 4y Degree, Antistixi Therapeutic and Training Institute, by D. & El. Karayanni, Greece

Coaching, LLL, University of Cambridge, UK

Diversity & Inclusion Certified Trainer, [2010] UK and [2022] Pluribus Global, Belgium

PROFESSIONAL VISION

Irini Rigopoulou

is dedicated to fostering transformative learning by serving several stakeholders in her clients' business ecosystem, based on accurate knowledge and effective learning methodologies

MINDSET Swift * Knowledge MASTERING

KEY AREAS of EXPERTISE * - Program SUBJECTS :

- Brand-Related Topics:
 - Capturing the Brand Meaning – The Unknown-Known Asset
 - From Brand Personality to Brand [Visual] Identity and its Elements
 - Brand Narrative: The Pathway to Customer Experience
 - Critical Strategic Decisions in Brand Management
- Strategic Marketing-Related Topics:
 - [Re-]Inventing Marketing
 - Sales and Marketing: a Love and Hate Relationship
 - Strategic Tools: MisConceptions and MisUse
- Customer Service-Related Topics:
 - From Customer Service to Customer Enthusiasm
 - The Strategic Corporate Role of Customer Service-Related Issues
 - From the Corporate Journey to the Customer & User Journey
 - Customer Service and Crisis Management

KNOWLEDGE -

TRAINING

- **the topics presented here are indicative – the full range of training services and programs offered are subject to discussion with the client and specifying their needs*

KEY AREAS of EXPERTISE * - Program SUBJECTS :

- The Soft Skills covered are specified by the client's needs
- The Theory of Planned Behaviour (elaborated by Icek Ajzen) and particularly the three antecedents of the model, namely :
 - Attitudes (and Beliefs)
 - Subjective Norms
 - Perceived Behavioural Control

of the individual, are serving as the vehicle for selecting and enhancing those Soft Skills that will contribute to the individual's readiness to perform a given behaviour.

SOFT SKILLS - TRAINING

METHODOLOGY:

- Each title represents an 8hour in-house, hands-on training program

BESPOKE TRAINING SOLUTIONS:

- Each subject / program can be modified in terms of duration [up to a bite-size virtual session], as well as live or online execution and number of participants, in order to best fit the client-partner's specific needs
- Each program gets its final structure based on :
 - a. the initial briefing / need analysis [which takes under consideration the corporate culture, the organization's' values, as well as the managerial team's developmental aspirations]
 - * b. the participants' profile
 - * c. the extent of the full program in terms of groups number and execution length

The participants' active participation / involvement in the structure of their own learning plan is strongly recommended.

Each of the above-specific topics can be enriched by other knowledge-related topics from other subjects [like Finance and Accounting, Strategic Management and Entrepreneurship, Logistics and Operations], in order to form a broader tailor-made executive learning program according to each client's exact needs and the greatest possible gains for all.

[This can be achieved thanks to modular collaborations with other Professors specialized in various subjects from the fields of Management & Administration and the Design Thinking Discipline.]

TRAINING

The training programs palette can shape a Company-Academy. Upon completion of attendance and participation in relevant exams, participants obtain an attendance certificate by the AUEB.

SPECIAL METHODOLOGY - “Knowledge gaining for all”:

When the “consultative training” methodology is chosen, the participant(s) is(are) being trained on their job; the daily requirements and everyday managerial needs are the drivers for the participant’s “on flight” knowledge gaining.

This Unique approach, which allows a scalable across-the-workforce development, is achieved thanks to the co-utilization of Irini Rigopoulou’s three-fold experience as trainer, consultant and coach.

Ideal for refreshing knowledge, or “restoring” misused managerial issues.

These particular consultative–training programs are totally personalized, as well as targeted and specified to the extend of the subject - methodology - duration- objectives, according to the specific requirements.

**CONSULTATIVE
TRAINING**



TOPIC and METHODOLOGY

This particular training program follows the methodology of the Partner–Company, PluribusGlobal, Belgium, since Irini Rigopoulou serves as Pluribus' Exclusive Partner for Greece and Cyprus,

However, tailormade programs on the subject of D&I are being facilitated according to the specific needs and training objectives

DIVERSITY & INCLUSION TRAINING



CONSULTING

Her extended experience as a consultant allows Irini Rigopoulou to become the “external-internal” partner of the Entrepreneur and/or Manager, who seeks to obtain accurate and reliable applicable knowledge that will serve as a Guide in their daily decision-making.

The basket of her technical, subject-related knowledge and Soft Skills allows her to act as senior advisor for top managers and entrepreneurs in their everyday decision-making and strategic implementation.

The applied methodology is tailormade according to parameters such as background, objective, decision-making spectrum, etc.

Irini Rigopoulou's Coaching Methodology aims at bringing to light the best "solution" for both the individual (coachee) and the others with whom they interact.

Particular effective as an organizational tool, as well as as a personal vehicle for the individual.

The sessions, mostly one-to-one, take place either live or online.

COACHING

Training, Consulting, Coaching

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