

AUDI/SEAT/HERTZ**Country Manager, Bulgaria****1999-2006**

- *Turned around negative bottom line results by 200% within first 2 years generating profits of 2 mio Euros first time ever.*
- *Refreshed dramatically personnel by 50% offering inspiration and chances to younger graduates to bring better results.*
- *Expanded dealership network from 2 to 12 new locations thus achieving a 60% increase in annual turnover.*
- *Created new Leasing schemes (financial + operating) thus contributing to augment clients range in RAC and Fleet Management.*

NEOSET SA**Sales Manager, Greece & Canada****1996-1999**

- *Introduced first time ever in corporate stores plus 50 franchises KPI systems to monitor performance.*
- *Led the preparation and opening of the flagship mega-store working as benchmark operating and training center.*
- *Introduced new distribution systems for the subsidiary company in Canada based on cost effectiveness and productivity.*

KRAFT/HEINZ GREECE**Industrial Sales & Marketing Manager****1994-1996**

- *Enlarged Key accounts portfolio by attracting 5 new big European industries in customized processing recipes.*
- *Created a valuable data base of potential international clients and introduced new marketing attractive techniques.*
- *Developed with QA and new products teams 3 new production categories in fruit dices, cubes and paste.*

PHILIP MORRIS GREECE**Sales Promotion Manager****1983-1994**

- *Generated the very first ever in Greece 'in house' Promotional Team with 15 Promoters and Supervisors.*
- *Opened new distribution channels in super markets, gasoline stations and military units.*
- *Introduced new promotional umbrellas and sales platforms with music events, direct Marketing and cultural concepts.*

ACADEMIC QUALIFICATIONS

BSc in Mathematics
Advanced Business School

University of Athens
INSEAD, France

1980-1985
1992-1993

OTHER SKILLS

Highly skilled in: MS Office programs plus many other software packages.
Languages: Greek, English and Bulgarian.