

# CURRICULUM VITAE

## DR KONSTANTINOS LIONAKIS



Dr. Konstantinos Lionakis is a Marketing and Sales professional involved in academic research and business consultancy, as well as an entrepreneur.

*Konstantinos holds a PhD in Sales & Marketing (awarded by Emerald), an MSc in Marketing and Communications from the Athens University of Economics and Business, and a degree in Mathematics from the University of the Aegean.*

*He has extensive teaching experience at BA, BSc, MSc, MBA and Executive level in Marketing related courses such as Sales Management, Marketing Management, Services, Marketing Communication and Marketing Research, serving now as an adjunct lecturer of Marketing at the Athens University of Economics and Business and the Agricultural University of Athens, with student acknowledgments for excellence (teaching excellence awards 2012, 2019). His research has been presented at more than 35 international academic conferences, including the annual conferences of the AMA, EMAC, AMS, GMC and GSSI (having received Best Paper Awards & highly commented Awards), and has been published in referred academic journals and the Greek economic press. He is serving as an ad-hoc reviewer at the international academic journals "Journal of Marketing Theory and Practice" & "Journal of Personal Selling & Sales Management", as well as a reviewer and Session Chairman at the conferences of the European Marketing Academy (EMAC), and he is member of the board of Hellenic marketing association (EAAM)*

*Beyond his academic work, Konstantinos is also a practitioner of Sales and Marketing as a freelance consultant for several firms & public figures since 2005, and an entrepreneur, as he is the founder and general manager of the tutorial school (for high-school students) diatrivi and the founder of the Bellagio trattoria.*

### Specialties: Marketing - Sales Organization, Marketing Research, Statistical Analysis

#### Personal Data

---

Date of Birth	21 May 1978
Place of Birth	Athens
Nationality	Greek
Tel.	(+30)6972624107 / (+30)2106137775 / (+30)2108203665
E-mail	<a href="mailto:Lionakis@aueb.gr">Lionakis@aueb.gr</a>
Skype / LinkedIn	konstantinos.lionakis / <a href="https://gr.linkedin.com/in/lionakis-konstantinos-a0594230">https://gr.linkedin.com/in/lionakis-konstantinos-a0594230</a>
Military Service	Fulfilled (09/2009 – 05/2010), chief-sergeant of platoon, 2 <sup>nd</sup> TYAD

#### Education

---

<b>2011</b>	<b>PhD</b> (Marketing-Sales Organization) Athens University of Economics and Business, Department of Marketing and Communication <b>Field:</b> Marketing <b>Thesis:</b> "An exploratory investigation of Marketing and Sales relationship and conflict" Supervisor: Prof. George J. Avlonitis Advisory Committee: Prof. Nikolaos Papavasileiou, As. Prof. Spyros Gounaris
<b>2004</b>	<b>MSc</b> (Marketing and Communication) Athens University of Economics and Business, Department of Marketing and Communication <b>Dissertation:</b> "Services development and performance: the market orientation effect" Supervisor: As. Prof. S. Gounaris
<b>2002</b>	<b>B. Math</b> (Mathematics, Degree) University of the Aegean, School of Sciences

**1996**                    **High School Graduation** (General Lyceum Apolityrion)  
2° General Lyceum of Pefki

## **Academic Publications**

---

### **- Textbooks**

**2019**                    **Introduction to Management** (available only in Greek)  
E. Salavou, 2019, ISBN 978-618-833313-1-0, OPA AUEB publications  
Member of the team of authors

### **- Articles in international referred journals**

**2022**                    **Review of Marketing Science**  
(January 2022, 20(1), DOI:10.1515/roms-2021-0063)  
“On the determinants of online short videos effectiveness relative to user attitude, behavioural intention and consideration of alternatives”  
Konstantoulaki, K., Rizomyliotis, I, Lionakis, K. and Chen, Y

**2015**                    **Developments in Marketing Science Proceedings of the Academy of Marketing Science**  
(Book Chapter, 2015, pp. 745–754)  
“Shaping Contact Employee Extra-Role Performance Through Imo Adoption”  
Boukis, A., Kaminakis, K., Lionakis, K.

**2010**                    **Journal of Selling and Major Account Management**  
(Vol. 10, No. 1, Winter 2010, pp. 21-32)  
“Antecedents and consequences of the conflict between the Marketing and Sales departments”  
George J. Avlonitis, Konstantinos Lionakis, and Nikolaos Panagopoulos

### **Working Papers:**

**In progress**           Working paper  
“A Literature Review on Marketing and Sales Relationship: The Theoretical Perspectives that Pave the Way Forward”  
Konstantinos Lionakis and Maria Psimouli  
Submitted to: Journal of Historical Research in Marketing (2021)

**In progress**           Working paper  
“An exploratory investigation of Marketing-Sales conflict: antecedents and consequences”  
Konstantinos Lionakis and Maria Psimouli  
Submitted to: Journal of Personal Selling and Sales Management (2021)

**In progress**           Working paper  
“The Link Between Nation Brand Equity And Nation Competitiveness”  
Maria Psimouli and Konstantinos Lionakis  
Submitted to: Journal of Place Management and Development (2021)

**In progress**           Working paper  
“Marketing and Sales conflict: An exploratory investigation of sources and consequences on performance”  
Konstantinos Lionakis and Maria Psimouli  
Submitted to: Journal of Marketing Theory and Practice (2021)

**In progress**           Working paper

“Exploring the effectiveness of Marketing-Sales interfaces in B2B firms”  
 Konstantinos Lionakis and Maria Psimouli  
 Target: Industrial Marketing Management

**In progress**      Working paper  
 “Linking Marketing and Sales power status, decision authority, conflict and company performance: an exploratory investigation”  
 Konstantinos Lionakis and Maria Psimouli  
 Target: European Journal of Marketing

***- Articles & presentations in international referred conferences’ proceedings***

- 2024**      EMAC (European Marketing Academy), annual conference (2024) – forthcoming (accepted)  
 Bucharest University of Economic Studies, Romania, May 28-31, 2024  
 “Physical appearance comparison as viewing Instagram: effects in body image, self-esteem and eating disorders”  
 Xygki, M., Lionakis, K. and Karetsos, M.
- 2023**      EMAC Regional Conference 2023  
 University of Piraeus, Athens, Greece, 27-29 September 2023  
 "Emotional Intelligence and Emotion Management in Purchase Decisions"  
 Vlachou N., Lionakis K., and Baltas G.
- 2022**      EMAC (European Marketing Academy), annual conference (2022)  
 Corvinus University of Budapest, Hungary, May 24-27, 2022  
 “Is relative power between Marketing & Sales associated with departmental authority, conflict and company performance?”  
 Lionakis, K., Psimouli, M., Rizomyliotis, I., and Konstantoulaki, K.
- 2021**      GSSI (Global Sales Science Institute), 15th annual conference (2021)  
**Finalist for best paper award**  
 Virtual. June 7-8, 2021  
 “Exploring the theory evolution on Marketing & Sales Relationship: Past, Present and the way forward”  
 Lionakis, K., Psimouli, M. and Rizomyliotis, I
- 2019**      ICCMI (International Conference on Contemporary Marketing Issues),  
 7th International Conference (2019), Crete, Greece, 10-12 July, 2019  
 “Smartphone users’ preferences: What is the role of personalization and shareability as mobile application attributes?”  
 Konstantoulaki, K., Rizomyliotis, I., Kaimakis, K., Lionakis, K.
- 2018**      ICCMI (International Conference on Contemporary Marketing Issues),  
 6th International Conference (2018), Athens Greece, 27-29 June, 2018  
 “The Link Between Nation Brand Equity And Nation Competitiveness”  
 Psimouli M., Avlonitis G., and Lionakis K.
- 2017**      ICCMI (International Conference on Contemporary Marketing Issues),  
 5th International Conference (2017), Thessaloniki Greece on 21-23 June, 2017  
 “Person Branding: Setting a strategic approach for a famous Greek artist”  
 Lionakis K. & Pilidou R.
- 2017**      GSSI (Global Sales Science Institute), 11th annual conference (2017)  
 Mauritius. June 6 – 9, 2017  
 “Enhancing business performance through Marketing-Sales effective relationship in B2B firms”

Konstantinos Lionakis and George J. Avlonitis

- 2016** EMAC (European Marketing Academy), 44<sup>th</sup> annual conference (2016)  
Oslo, Norway, May 24-27, 2016  
“Enhancing business performance through Marketing-Sales effective relationship and customer orientation in B2B firms”  
Konstantinos Lionakis and George J. Avlonitis
- 2015** GSSI (Global Sales Science Institute), 9<sup>th</sup> annual conference (2015)  
**Best paper award**  
Hiroshima, Japan, June 12-14, 2015  
“Exploring the Sources and Outcomes of Marketing-Sales Conflict”  
George J. Avlonitis and Konstantinos Lionakis
- 2015** EMAC (European Marketing Academy), 43<sup>d</sup> annual conference (2015)  
Leuven, Belgium, May 26-29, 2015  
“Exploring the effectiveness of Marketing-Sales interfaces in B2B firms”  
Konstantinos Lionakis and George J. Avlonitis
- 2014** GMC (Global Marketing Conference), annual conference (2014)  
Singapore, July 15-18, 2014  
“The impact of Sales Managers’ market orientation on M-S conflict and company performance”  
Konstantinos Lionakis and George J. Avlonitis
- 2014** ICCMI (International Conference on Contemporary Marketing Issues)  
2<sup>nd</sup> annual conference (2014), Athens, Greece, June 18-20, 2014  
“The Contribution of the Relationship between Marketing & Sales to Organizational Competitiveness”  
Avlonitis J. G. and Lionakis K.
- 2014** EMAC (European Marketing Academy), 43<sup>d</sup> annual conference (2014)  
Valencia, Spain, June 3-6, 2014  
“Tracking the evolution of theory on Marketing-Sales relationship: Past, present and future”  
Konstantinos Lionakis and George J. Avlonitis
- 2013** GSSI (Global Sales Science Institute), 7<sup>th</sup> annual conference (2013)  
Aalen, Germany, June 26-28, 2013  
“The moderation effect of the external environment in the relationship between Marketing-Sales conflict and company performance: An exploratory investigation”  
Avlonitis J. G. and Lionakis K. (no author attended the conference)
- 2013** EMAC (European Marketing Academy), 42<sup>nd</sup> annual conference (2013)  
Istanbul, Turkey, June 4-7, 2013  
“The moderation effect of the external environment in the relationship between Marketing-Sales conflict and company performance: An exploratory investigation”  
Konstantinos Lionakis and George J. Avlonitis
- 2013** AMA (American Marketing Association), winter conference (2013)  
Las Vegas, Nevada, February 15-17, 2013  
“Exploring Marketing-Sales authority and conflict”  
Konstantinos Lionakis, George J. Avlonitis and Nikolaos Panagopoulos
- 2012** EIRASS (The European Institute of Retailing and Services Studies), 19<sup>th</sup> annual conference (2012)  
Vienna, Austria, July 9-12, 2012  
“An examination of consumer’s attitude toward convenience stores in the Greek market”  
Antonios Zairis, George Stamatis and Konstantinos Lionakis

- 2012** GSSI (Global Sales Science Institute), 6<sup>th</sup> annual conference (2012)  
Turku, Finland, June 12-15, 2012  
“Examining the Relative Power of Marketing and Sales Departments and its Consequences in the Organization”  
Avlonitis J. G. and Lionakis K.
- 2012** EMAC (European Marketing Academy), 41<sup>th</sup> annual conference (2012)  
Lisbon, Portugal, May 22-25, 2012  
“The importance of store manager’s IMO for contact employees’ extra-role performance”  
Achilleas Boukis, Spyros Gounaris, Kostas Kaminakis and Konstantinos Lionakis
- 2012** EMAC (European Marketing Academy), 41<sup>th</sup> annual conference (2012)  
Lisbon, Portugal, May 22-25, 2012  
“What characterizes companies exhibiting high vs low Marketing-Sales conflict?”  
Konstantinos Lionakis and George J. Avlonitis
- 2012** AMS (Academy of Marketing Science), 41<sup>th</sup> annual conference (2012)  
New Orleans, Louisiana, May 16-19, 2012  
“Some employee – Level Benefits form Manager’s IMO adoption”  
Achilleas Boukis, Kostas Kaminakis and Konstantinos Lionakis
- 2011** EMAB (Euromed Academy of Business), 4<sup>th</sup> annual conference (2011)  
**Highly commented paper award**  
Elounda, Greece, October 21-23, 2011  
“Marketing and Sales conflict: antecedents and consequences”  
Konstantinos Lionakis and George J. Avlonitis
- 2011** GSSI (Global Sales Science Institute), 5<sup>th</sup> annual conference (2011)  
Milan, Italy, June 22-25, 2011  
“Marketing and Sales conflict: An exploratory investigation of sources and consequences on performance”  
Avlonitis J. G. and Lionakis K.
- 2011** EMAC (European Marketing Academy), 40<sup>th</sup> annual conference (2011)  
Ljubljana, Slovenia, May 24-27, 2011  
“Marketing-Sales conflict: Antecedents and Consequences”  
Avlonitis J. G. and Lionakis K.
- 2010** GSSI (Global Sales Science Institute), 4<sup>th</sup> annual conference (2010)  
Poznań, Poland, June 16-18, 2010  
“Antecedents and consequences of the conflict between the Marketing and Sales departments”  
George J. Avlonitis, Konstantinos Lionakis, and Nikolaos Panagopoulos
- 2010** EMAC (European Marketing Academy), 39<sup>th</sup> annual conference (2010)  
Copenhagen, Denmark, June 1-4, 2010  
“Exploring the Relative Power of the Marketing and Sales Departments and its Consequences”  
Avlonitis J. G. and Lionakis K.
- 2008** EMAC (European Marketing Academy), 37<sup>th</sup> annual conference (2008)  
Brighton, UK, May 27-30, 2008  
“Marketing and Sales Conflict. Does it Really Matter?”  
Avlonitis J. G., Lionakis K. and Skouras T.
- 2008** GSSI (Global Sales Science Institute), 2<sup>nd</sup> annual conference (2008)  
Athens, Greece, June 25-27, 2008  
“Marketing and Sales Conflict. Bridging the Gap”  
Avlonitis J. G. and Lionakis K.

- 2007** EMAC (European Marketing Academy), 36<sup>th</sup> annual conference (2007)  
Reykjavik, Island, May 22-25, 2007  
“An Exploratory Investigation of the Impact of Marketing and Sales Cooperation on Company Performance”  
Avlonitis J. G. and Lionakis K.

***- Articles in Greek and International press***

- 2015** MINIB (scientific journal 02.2015)  
“Marketing-sales interface and organizational competitiveness”  
Avlonitis J. G. and Lionakis K.
- 2014** Asfalistiko Marketing (Greek trade magazine 12.2014)  
“Which is the most effective interface for Marketing & Sales?”  
Avlonitis J. G. and Lionakis K.
- 2011** Scientific Marketing (Greek scientific journal 10.2011)  
“Conflict between Marketing and Sales: Sources and outcomes on performance”  
Lionakis K.
- 2011** Scientific Marketing (Greek scientific journal 04.2011)  
“The relative power of Marketing and Sales; consequences on Marketing-Sales relationship and company performance”  
Lionakis K.
- 2011** Scientific Marketing (Greek scientific journal 01.2011)  
“Market orientation; sources and outcomes on Marketing-Sales relationship and company performance”  
Lionakis K.
- 2010** Naftemporiki Executive (Greek financial newspaper 20.10.2010)  
“Marketing-Sales cooperation; the ten commands”  
Avlonitis J. G. and Lionakis K.
- 2008** Sales Management (Greek trade magazine 03.2008)  
“Sales Vs Marketing, can they cooperate in harmony?”  
Avlonitis J. G. and Lionakis K.
- 2008** Scientific Marketing (Greek scientific journal 01.2008)  
“The effects of conflict between sales and marketing”  
Avlonitis J. G. and Lionakis K.
- 2008** Romanian Marketing Review (scientific journal, no. 1, January – March 2008)  
“An Exploratory Investigation of the Impact of Marketing and Sales Cooperation on Company Performance”  
Avlonitis J. G. and Lionakis K.
- 2007** Naftemporiki (Greek financial newspaper 07.06.2007)  
“Sales and marketing cooperation: a key for company’s success”  
Avlonitis J. G. and Lionakis K.

***- Presentations in Greek and International conferences and meetings***

- 2014** 5<sup>th</sup> European Forum for Marketing of Scientific and Research Organizations  
Institute of Aviation, Poland, Warsaw, 20-21 November 2014  
“Marketing-Sales interface and Organizational Competitiveness”

Avlonitis J. G. and Lionakis K.

- 2010** Management issues, Xinis Education Festival  
Mediterranean College, Athens, November 23, 2010  
“Marketing – Sales relationships”  
Lionakis K.
- 2008** A Prothesis Great Speakers Event – Philip Kotler  
Megaron Mousikis, Athens, June 25, 2008  
“How can we reduce the conflict between Marketing and Sales Departments”  
Avlonitis J. G. and Lionakis K.
- 2008** Money Show  
Aigli Zappeion, Athens, February 3, 2008  
“Reconciling Marketing with Sales”  
Avlonitis J. G. and Lionakis K.
- 2007** 3<sup>rd</sup> Symposium of Greek Marketing Academy (EΛAM)  
Intercontinental hotel, Athens, May 17-18, 2007  
“Synchronizing Marketing and Sales”  
Avlonitis J. G. and Lionakis K.

#### **Other International Academic Engagements**

---

- 2020 – td** Elected Member of the Board of Hellenic Marketing Academy
- 2018 – td** Member of the evaluation committee of “Made in Greece” awards, by Hellenic Marketing Academy (EΛAM)
- 2014 – td** Ad hoc reviewer at the international academic journal “Journal of Personal Selling and Sales Management”
- 2012 – td** Reviewer and Session Chairman at the conferences of the European Marketing Academy (EMAC)
- 2012 – td** Ad hoc reviewer at the international academic journal “Journal of Marketing Theory and Practice”
- 2019** Member of the evaluation committee of “Marketing excellence awards”, by Hellenic Marketing Institute (EIM)
- 2012** Reviewer and Session Chairman at the 6<sup>th</sup> conference of the Global Sales Science Institute (GSSI)
- 2011** Session Chairman at the 4<sup>th</sup> conference of the Euromed Academy of Business (EMAB)

#### **Professional Experience**

---

##### **- Entrepreneurship**

- 05.2011 – td** Co-founder and GM of the tutorial school “diatrivi”  
More than 450 students are currently enrolled, and more than 65 faculty members are employed at the school.
- 2010 – td** Founder of independent consulting firm

<b>2020 – td</b>	Founder of Bellagio trattoria
<b>- Teaching</b>	
<b>2012 – td</b>	<b>Athens University of Economics &amp; Business</b> Adjunct Lecturer of Marketing <ul style="list-style-type: none"> <li>- MBA (full time- part time), Course: Sales Management</li> <li>- Executive MBA (part time), Course: Marketing Services</li> <li>- MSc Marketing &amp; Communication, Course: Sales &amp; Sales Management - Marketing Management (Guest)</li> <li>- Dept. of Marketing &amp; Communication (undergraduate), Course CRM</li> <li>- Erasmus program, Course: Communication Management - Entrepreneurship &amp; SMEs (Guest)</li> <li>- Diploma on Social Enterprises (DoSE), Course: Sales</li> <li>- Diploma on Entrepreneurship (KEK-AUEB), Course: Sales</li> <li>- Diploma on Sales (Elearning KEΔIBIM AUEB – IPE)</li> </ul> *Supervision of more than 150 dissertations in postgraduate level *Supervision in more than 5 dissertations in MBA level assigned by companies such as: HP, IKEA, Sephora, Yara *Supervision in 3 dissertations in MBA level which were published in international referred conferences' proceedings
<b>2013 – td</b>	<b>Agricultural University of Athens</b> Adjunct Lecturer of Marketing MBA (Full Time & Part Time), Course: Agricultural Marketing Supervision of more than 50 dissertations in postgraduate level
<b>2025</b>	<b>University of Piraeus</b> Guest Lecture MBA Tourism Management at Course: Customer Experience (Prof. Markos Tsogas)
<b>2019</b>	<b>University of Strathclyde</b> (Athens contingency) MBA (Executives) Course: Marketing Management
<b>08.2014</b>	<b>University of Marconi</b> Guest Lecturer of Marketing Online course: Marketing Strategy
<b>2012 – 15</b>	<b>International College of Business Studies (ICBS)</b> Athens Contingency of Kingston University (contingency of Winchester University from 2015) Lecturer of Marketing MBA (Executives), Courses: Marketing Management, Services Marketing Supervision of more than 30 dissertations in postgraduate level
<b>2010 – 2015</b>	<b>New York College</b> Athens Contingency of the State University of New York & Athens Contingency of the University of Greenwich Lecturer of Marketing Courses: International Marketing (undergraduate, MBA), Sales Promotion (undergraduate), Marketing Services (undergraduate, MBA), Advanced Marketing Management (undergraduate, MBA), Marketing Research (undergraduate, MBA), SPSS (MBA), Sales Management (MBA), Customer Relationship Management (MBA), Strategic Marketing (undergraduate), Strategy (undergraduate), Advertising (undergraduate, MBA), Marketing Fundamentals (undergraduate, MBA) Supervision of more than 100 dissertations in undergraduate and postgraduate level
<b>05.2011 – td</b>	<b>diatrivi</b> (tutorial school)



Tutor of Mathematics (part-time)

**2002 – 11**      **KYKLOS, AKADIMAIKO, THEMATIKO and PROOPTIKI** (tutorial schools)  
Mathematics and IT Tutor (Full-time)

**2000 – 01**      **Karlovasi High-school** (Samos Island)  
Teaching Internship (Part-time)

**- Positions in organizations & firms**

**2005 – td**      Athens Laboratory of Research in Marketing (ALaRM), Athens University of Economics and Business, Department of Marketing and Communication: Research Fellow (Part-time)

**07-09.2003**      Innovation (Promotional activities): Merchandiser's trainer (Part-time)

**2001 – 02**      CHROMA TRAVEL (travel agency): Sales representative (Full-time)

**1998 – 01**      University of the Aegean: Operational assistant of the IT-lab (Full-time)

**1998 – 00**      University of the Aegean: Developer of the official University's font (kerkis font).  
Coordinator: As. Professor A. Tzolomitis

**1996 – 98**      Bally Nuts (food sector): Sales representative (Part-time)

**Consulting Projects**

---

**02.2019-td**      **external partner of WEST SA (Marketing – Sales consultative solution)**  
Academic consultant for marketing planning solutions for firms (customers of WEST) such as: ΠΑΒΙΠΛΑΣΤ, MedFrigo, CleanWay, Pelco, Peloponnesus publishing, research for image management of a political figure)

**04.2023**      **ECR**  
Marketing Research for consumer behavior trends  
Academic supervisor G. Baltas

**06.2022**      **Yara International**  
Marketing consultant

**06.2022**      **Thodoris Marantinis-ONIRAMA (Greek pop singer-band)**  
Branding consultant

**2020**      **ofarmakopoiosmou.gr**  
business plan – eshop development

**2019-20**      **ifaistus General Construction-Shipping & Marine Supplier**  
Marketing Consultant for on line strategy (website, social media, e-commerce)

**01-05. 2019**      **Market Research firm (confidentiality agreement)**  
Statistical analysis for intention to vote forecasting.

**10.2018-02.19**      **Ziridis private school**  
Marketing & Sales consultant

**04-07. 2018**      **Hempel Marine Coatings**

- Market Research for New Product Development  
(Strategy Consultant)
- 02.2016-2018     George Mazonakis (Greek pop singer-artist)**  
Person Marketing-Brand Repositioning  
(Communication & Strategy Consultant)
- 02.2017-2018     Thodoris Marantinis-ONIRAMA (Greek pop singer-band)**  
Person Marketing-Brand Repositioning  
(Communication & Strategy Consultant)
- 01-04 2018        Evangelos Chasiotis (pastry chef)**  
Person Marketing  
(Communication & Strategy Consultant)
- 10-12. 2017        Tiniakos (furniture)**  
Research on customer satisfaction & positioning strategy  
(with prof. George Avlonitis)
- 04-07. 2017        Yara International**  
Market Research for competitive position and Strategy  
(with prof. George Avlonitis)
- 11.2017            Mother Care**  
Customer service seminar  
(with Antonis Zairis & George Stamatis)
- 03.2017            Market-In**  
Customer service seminar  
(with Antonis Zairis & George Stamatis)
- 05.2016-07.17     Office of Loans & Deposits (ΤΠΔ)**  
Research on customer satisfaction & new service development (for lawyers)  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Questionnaire design, coordination of qualitative and quantitative data collection, data analysis, communication with the customer, report & presentation of the results
- 05-09.2016        Hempel Marine Coatings**  
Research for the development, the marketing and the positioning of a new product-service  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Questionnaire design, coordination of qualitative and quantitative data collection, data analysis, communication with the customer, report & presentation of the results
- 06-09.2016        Roche Diagnostics**  
Customer satisfaction & satisfaction drivers (annual)  
& Competition Analysis  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Questionnaire design, coordination of data collection, data analysis, communication with the customer, report & presentation of the results
- 05-06.2016        Vivartia**  
Sales & Customer Service Seminar  
(Independent Consultancy – with G. Stamatis & A. Zairis)  
Responsible for preparing and delivering the seminar to the front line reps of Everest & Goody's chains (HORECA)
- 12.2015-02.16     APIVITA Natural Products S.A.**

Evaluation of Sales reps, competitive positioning & customer satisfaction  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of qualitative and quantitative data collection, data analysis, communication with the customer, report & presentation of the results

- 09-11.2015      Hempel Marine Coatings**  
 Competitive positioning & customer satisfaction  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of qualitative and quantitative data collection, data analysis, communication with the customer, report & presentation of the results
- 06-10.2015      Roche Diagnostics**  
 Customer satisfaction & satisfaction drivers (annual)  
 & Competition Analysis  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of data collection, data analysis, communication with the customer, report & presentation of the results
- 10-12. 2014      Roche Diagnostics**  
 Repositioning of the hotline  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of data collection, data analysis, report & presentation of the results
- 06-09.2014      Roche Diagnostics**  
 Customer satisfaction & satisfaction drivers (annual)  
 & Competition Analysis  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of data collection, data analysis, report & presentation of the results
- 06.2014          Bag Stories (retail shops)**  
 Sales & Customer Care Seminar  
 (Independent Consultancy – with: G. Stamatis & A. Zairis)  
 Responsible for preparing and delivering the seminar to the front line reps of the shops
- 07-10. 2013      Roche Diagnostics**  
 Customer satisfaction & satisfaction drivers (annual)  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of data collection, data analysis, report & presentation of the results
- 06-08. 2012      Roche Diagnostics**  
 Customer satisfaction & satisfaction drivers (annual)  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of data collection, data analysis, report & presentation of the results
- 01-05. 2012      CarpetMax (retail shops)**  
 Development of integrated communication plan  
 (Independent Consultancy)
- 05-07.2011      Roche Diagnostics**  
 Customer satisfaction & satisfaction drivers (annual)  
 (ALaRM - Coordinator: Professor G. J. Avlonitis)  
 Responsible for: Questionnaire design, coordination of data collection, data analysis, report & presentation of the results

- 03-06.2011 Roche Diagnostics**  
Customer satisfaction & competition analysis  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Questionnaire design, coordination of data collection, data analysis, report & presentation of the results
- 06-10 2010 Wilo Hellas**  
Measurement of the effects of solution selling methods on company performance  
(Independent Consultancy - Coordinator: T. Stapas, CEO)  
Responsible for: Questionnaire design, data analysis, report
- 05-07.2008 Centre of Greek Commerce Development (K.A.EA.E)**  
Academic advisor  
Development of professional frameworks for marketing executives  
(Independent Consultancy - Coordinator: D. Armenakis, President)  
Responsible for: Determination of marketing executives' job description, report
- 04-05.2008 European Marketing Academy (EMAC)**  
Measurement of the satisfaction trend of the members of the EMAC  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Coordination of data collection, data analysis, report
- 03-05.2008 Emporiki Credicom S.A.**  
A research project for the image of Emporiki Credicom S.A.  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Coordination of data collection, data analysis
- 06-08.2007 Yamaha Motor Hellas**  
Development of a Marketing Strategy for Yamaha Hellas-Motodynamiki S.A.  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Coordination of data collection, data analysis
- 09-11.2006 Roche Diagnostics**  
A Marketing Audit of the Commercial Operation of ROCHE DIAGNOSTICS  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Coordination of data collection, data analysis
- 03-05.2006 MORAX Publications**  
A Study of the Ways that the Greek Manager is informed  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Coordination of data collection, data analysis
- 03-06.2006 IPSEN Pharmaceutical Company S.A.**  
Corporate image investigation  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Coordination of data collection, data analysis
- 09-10. 2006 HELLENIC PETROLEUM S.A.**  
Barometer of Internal Customer Satisfaction  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Data analysis
- 04-05.2006 Yamaha Motor Hellas**  
CRM development  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Coordination of data collection, data analysis

- 02-03.2006      APIVITA Natural Products S.A.**  
A Marketing Audit of the Commercial Operation of APIVITA  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Data collection, data analysis
- 05-06.2005      Yamaha Motor Hellas**  
Customer satisfaction and competitive position measurement  
(ALaRM - Coordinator: Professor G. J. Avlonitis)  
Responsible for: Data collection, data analysis
- 03.2002          University of the Aegean, Department of Mathematics**  
Education and Student Psychology  
(Coordinator: Ass. Professor A. Tsolomitis)  
Responsible for: Literature review, report
- 02.2001          University of the Aegean, Department of Mathematics**  
Educational methods on mathematics  
(Coordinator: Ass. Professor A. Tsolomitis)  
Responsible for: Literature review, report

### **IT Skills & Languages**

---

- Statistical and Research packages (SPSS, EQS, CATI)
- excellent knowledge of Programs & Applications
- Basic knowledge in programming
- English speaking and writing at professional level
- Greek (native)

### **Professional Memberships**

---

- Member of the Greek Marketing Academy (EAM)
- Member of the American Marketing Association (AMA)
- Member of the European Marketing Academy (EMAC)
- Member and elected National Representative of the Global Sales Science Institute (GSSI)
- Elected member of the Management Committee of the Department of Mathematics, University of the Aegean (1999-2000)

### **Awards**

---

- 2021**              Finalist for best paper award at the global conference GSSI
- 2019**              Teaching Excellence: Awarded by MBA (FT&PT) of Athens University of Economics & Business as a lecturer of Marketing
- 2015**              Best Paper Award at the 2015 GSSI Conference
- 2012**              Teaching Excellence: Awarded by New York College as a lecturer of Marketing
- 2011**              Finalist (highly commended – short list) in the 2010/2011 Emerald/EMRBI Business Research Award for Young Researchers, for my PhD  
(<http://www.emeraldinsight.com/research/awards/euromed.htm>)
- 2006 & 2007**      Scholarship in the 2<sup>nd</sup> and 3<sup>rd</sup> year of PhD studies, Athens University of Economics and Business, Department of Marketing and Communication

**1998**                      Scholarship for best overall performance in the 2<sup>nd</sup> year of studies in Mathematics, University of the Aegean, Department of Mathematics

### **Extra Curriculum Activities**

---

- Traveling, Sports (winter ski / sailing / straight pool billiard-European Masters 2001 / table tennis / football)

### **References**

---

Available upon request:

- Prof. George Baltas, AUEB
- Prof. Manolis Dedoulis, AUEB
- Prof. Stahtis Klonaris, AUA
- Prof. (em) Petros Soldatos, AUA
- Prof. Spiros Gounaris, University of Strathclyde
- Prof. Diomidis Spinellis, AUEB
- Prof. Nikolaos Panagopoulos, the University of Alabama
- Mr. Takis Stapas, WILO Hellas, CEO
- Dr. Antonis Zairis, Association of Greek Retail Organizations (ΣΕΛΠΕ), General Manager
- Mr. Dimitris Armenakis, National Association of Greek Commerce (ΕΣΕΕ), Former General Manager
- Mr. Elias Foutsis, NYC, President
- *Prof. George J. Avlonitis, Department of Marketing, Athens University of Economics & Business (RIP)*