



Women in Business (WIB) Committee

AMERICAN-HELLENIC CHAMBER OF COMMERCE





people

Chair

Anastasia Sideri

Communications Director, Central & Eastern Europe ,
The Coca-Cola Company

Members

Hariklia Alexaki-Catsambi

Event Services

Liona Bachas

Managing Director, Hellaschart

Zeta Cheimonidou

Vice President Marketing & Strategy, AB
Vassilopoulos

Chara Dalekou

Marketing Director, Aegean Airlines

Anastasia Dritsa

Partner, Kyriakides Georgopoulos Law Firm

Nelly Katsou

President & CEO, Pharmathen

Betty Kazakopoulou

President, Asset Ogilvy Public Relations

Alexandra Konida

Group CFO, Public Power Corporation



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Members

Marica Labrou
Managing Director, Kafkas

Agnes Mariakaki
General Manager, MindSearch

Georgia-Zozeta Miliopoulou
Professor, The American College of Greece

Martha Mylona
Senior Principal, Korn Ferry

Niki Siropoulou
Director, SingularityU Athens

Myladie Stoumbou
Director of Commercial Partner Channels and
Programs for Multi-Country Cluster, Microsoft

Iphigenia Tarou
Senior Business Consultant

Teti Tsekoura
Senior Legal Counsel, Bold Ogilvy & Mather

Katerina Tsemperlidou
Blogger, Author



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Deppie Tzimea

Executive Director Corporate Communications,
OTE Group

Peggy Velliotou

Partner, Advisory, KPMG



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people

Anastasia Sideri

Communications Director, Central and Eastern Europe, The Coca-Cola Company



- Anastasia Sideri holds a degree in Chemical Engineering, and brings with her almost 30 years of professional experience in the Marketing, Communications & Public Affairs fields.
- She started her career with Procter and Gamble and held a series of senior positions in large Greek and multinational companies, including FAGE, Boutari, Diageo, DHL and the Athens International Airport.
- She joined The Coca-Cola Company in 2002 and is currently Communications Lead in 26 countries in Central, South and Eastern Europe.
- She is an advocate of lifelong learning, is NLP trained, speaks 6 languages and is very active in areas related to CSR, PSR, Ethical and Women Leadership.
- She is a founding member of the Hellenic Network of Corporate Social Responsibility and the Hellenic Communications Network, served as Board member in the Hellenic Advertisers Association and serves currently as Chair of the Women in Business (WIB) Committee of the American-Hellenic Chamber of Commerce.





people

Hariklia Alexaki-Catsambi

Event Services



- After graduating from Pierce College, she pursued her studies in Boston College (BA) and subsequently in New York University (MA). In 2010 she received a Diploma on Life Coaching from the National and Kapodistrian University of Athens.
- She started her professional career in cosmetics at the C.A. Papaellinas Group.
- In 1990 she organized and managed the Sales and Marketing department of Allsport S.A. and in 1991, at the age of 29, she became General Manager until 1997. In 1991 she became Member of the Board of Directors where she is serving to date. She is actively involved in three family businesses in the area of shipping and real estate as a member of the Board of Directors or partner. Since October 2014 she initiates, plans and manages corporate, private and charity events with the RT events group.
- She was a member of the Board and Secretary General for OPEV, Organization of Children's and Adolescences Libraries under the auspices of the Greek Ministry (2007-2008). She is actively involved in NGO's such as EMEIS, Handling Pediatric Trauma and Support Center for Children and Families. She has been a volunteer at Social Health Clinics from their opening. In 2012 she put together a group of eight women with the goal to run marathons and other races for a cause.





people

Liona Bachas

Managing Director, Hellaschart



- Since 2000, Liona Bachas is the Managing Director of Hellaschart Ltd., one of the best known ship broking firms in the chartering of dry cargo and container vessels. The company was honored in 2011 by Lloyd's List with the "Shipbroker of the Year" award. She was a Chartering Partner for ten years with Zim Israel Navigation of Hellastir Shipping Enterprises Ltd, from 1990 till 2000, acting as the exclusive broker for the Greek market of Zim Israel Navigation Co Ltd (now called ZISS) chartering in Greek container vessels for them and fixing other Israeli bulk accounts.
- She received a B.Sc. with distinction in Economics and Political Sciences from Athens University, and simultaneously attended computer science courses from the American College of Greece-Deree. She holds an M.Sc. in Shipping, Trade & Finance from City University Business School (CASS), London.
- She was a founding member and secretary of WISTA (Women International Shipping & Trade Association) for four years as well as a secretary for the Greece-Israel Friendship League for three years. She was also founding member of the Greek Shipbrokers Shipping Companies Association, and she is an elected board member of the Hellenic Shipbrokers Association serving as Vice President since March 2015. She also was a founding member of the New Building Club and served as treasurer for three years.





Zeta Cheimonidou

Vice President Marketing and
Strategy, AB Vassilopoulos



- Zeta Cheimonidou is Vice President Marketing & Strategy at AB Vassilopoulos S.A. since January 2012, responsible for Marketing (Equity, Private Brands & Network), Communication (Internal & PR), Media, Sustainability, Loyalty, Ecommerce, Business Intelligence (Consumer, Shopper, Merchandising and Business insights).
- Her experience lies in the field of brand management and marketing, strategy and innovation. After finishing her MBA end of 1995, she had the honor of been a member of great companies from the food and beverage sector, such as Unilever, The Coca-Cola Company, Diageo and Nikas. Her achievements lie in multiple fields: Re-launching brands towards growth and share gains, creating strategic communication both in terms of concepts and messaging, building equity and affinity for major brands, leading product innovation including R&D in product and packaging both in food and beverage.
- She is a graduate (BA) from the American College of Greece – Deree in the field of marketing, while holding a Master degree in Finance (MBA) from the University of Hull in UK.
- From mid-2014 she joined as a initiating member the President’s Advisory Council of AMC (American College of Greece – Deree).





people

Chara Dalekou

Marketing Director, Aegean Airlines



- Chara Dalekou received her undergraduate degree in Business Administration and Organization from the Athens University of Economics & Business (ASOEE) and the Master of Science in Marketing at the University of Stirling, Scotland. All along, she taught ballet and modern dance to children and young professionals. Her professional career in the field of Marketing started in 1996, when she joined Unilever as a Manager Trainee in the Trade Marketing Department. In 1998 she became Brand Manager for the quick frozen food category. Two years later in 2000, she was promoted to Trade Marketing & Channel Activation Manager at Unilever Hellas-Algida and while in this position, she was ECR Head in Algida, member of the Unilever ECR Committee.
- In 2004, although she moved to Dodoni as Business Development Director for a short period of time, she was attracted to the entertainment field and joined Hellenic Entertainment Parks. She undertook the position of the Commercial Director. Next step in her career was the telecommunications field. In 2008, she made a big step in her professional development and became Head of Marketing South East Europe & Mediterranean at Sony Ericsson, (Head of Marketing Greece, Balkans, CY, Israel & Turkey) reporting to the Head of MU SEEM and the Regional President of Marketing. In less than 2 years she took over all South Eastern Mediterranean European countries as the Head of Marketing.
- From 2011 until now, she is the Marketing Director of Aegean Airlines, reporting to the Vice President, leading 42 people in Marketing, CSR, Digital Commerce and Loyalty Teams for the domestic and international markets. She is responsible for the design and alignment of marketing strategy across teams in Greece and international markets for both Aegean and Olympic Air.





people

Anastasia Dritsa

Partner, Kyriakides Georgopoulos
Law Firm



- Anastasia Dritsa heads Kyriakides Georgopoulos Law Firm's competition practice since the firm's establishment in 1999. Her main areas of practice are EU and Greek competition law and corporate/commercial law. Over the past 20 years she has represented clients in Greece in many leading cases involving cartels, abuse of sole and collective dominance, horizontal and vertical agreements (joint ventures, agency and distribution networks, supply contracts and licensing), private antitrust litigation matters and Greek and EU merger control. She also advises on State aid and public procurement matters and has offered strategic advice on recent privatization projects of the Hellenic State. Her experience extends to defending competition/antitrust law cases before the Hellenic Competition Commission, the Greek administrative courts and the State's Council. The corporations she acts for are active across a wide range of industry sectors including petrochemicals, tobacco, telecommunications, energy, automobile, construction and real estate, food and beverages, consumer goods, steel and retail sales. She frequently organizes seminars for corporate executives on Greek and EU competition law and contributes articles on her areas of expertise to national and EU publications.
- She received the PG diploma in Competition Law from King's College London, 2012; LLM International Business Legal Studies from the University of Exeter, 1991; LLB Democritus University of Thrace Law School, 1988.
- She is a member of Athens Bar Association (since 1992), International Bar Association, Exeter Alumni Association, Greek Federation for European Law.





people

Nelly Katsou

President & CEO, Pharmathen



- Nelly Katsou graduated from the University of Athens, School of Pharmacy.
- She started her career in 1990 by establishing Pharmanel SA, a pharmaceutical company based in Athens, where she was co-owner and Managing Director until 2003. The company showed tremendous growth during these years.
- Concurrently she was also a major shareholder in the family owned pharmaceutical company Pharmathen SA and in 1993 she became Vice President of the Board of Directors and Managing Director. As of 2017 she serves as President & CEO of Pharmathen. As a leading member of the company, together with her brother, she envisioned and methodically worked to make Pharmathen one of the largest pharmaceuticals companies in Greece and in Europe.
- In addition, Nelly Katsou is Vice President of the Board of Directors of Hellenic Management Association (EEDE), member of the Innovation Education Entrepreneurship Committee of the American-Hellenic Chamber of Commerce, member of the WIB (Women in Business) Committee of the American-Hellenic Chamber of Commerce, member of the General Council of SEV (Hellenic Federation of Enterprises), member of the board of “Supporters Club” of the Foundation for Economic & Industrial Research (IOBE) and member of the Advisory Board of EGG (Enter-Grow-Go).





people

Betty Kazakopoulou

President, Asset Ogilvy Public Relations



- Betty Kazakopoulou studied Political Science at Panteion University.
- She joined the Media Department of HCF ERGON Advertising Company as Media Planner. By 1976 she became Media Director and a company shareholder. After HCF ERGON was bought by DMB&B, she served as Communications Director. In 1991 she co-founded the first sponsorship company in Greece, Asset Sponsorship, where until 2004 she was a shareholder and CEO. After the 2004 merger of Asset Sponsorship and Ogilvy Public Relations, Betty Kazakopoulou served as a Managing Director and since 2010 she is the President of Asset Ogilvy Public Relations.
- She has been a board member of the Association for Business Sponsorship of the Arts from 1995 to 2000. She is a member of the European Association for Cultural Heritage, the Hellenic Society for the Environment and Culture, the Friends of Rhenia for the Protection of Delos and member of the Women in Business (WIB) Committee of the American-Hellenic Chamber of Commerce.
- She has associated her work on behalf of many company clients with the biggest Athletic Federations and Clubs as well as with Olympic Committees in Greece, Europe and Beijing. In her career she has managed successfully over 500 programs and communications campaigns. She has organized extremely important cultural events in collaboration with major cultural and heritage institutions in Greece and in Europe.





Alexandra Konida

Group CFO, Public Power
Corporation



- Alexandra Konida is the Chief Financial Officer of Public Power Corporation (PPC). She is also a member of the Board of Directors of PPC Finance and of PPC Elektrik.
- Alexandra Konida joined PPC in 2008 and prior to her appointment as CFO, she was the Director of Treasury and Investor Relations Department. She has held senior positions in corporate and investment banking in international banks and she has also served as CFO in a Greek industrial group.
- She holds a Diploma in Electrical and Computer Engineering from the National Technical University of Athens and an MBA degree from INSEAD. She is a member of the Technical Chamber of Greece, and she is also a member of the Women in Business Committee of the American-Hellenic Chamber of Commerce.





people

Marica Labrou

Managing Director, Kafkas S.A.



- Marica Labrou is the Managing Director of Kafkas S.A. as of February 2017.
- She has 29 years of extensive managerial experience in a number of multinational & Greek companies, mainly in the IT sector, ranging from Product Management & Business Development (BSH and HP) to Channel & Business Solutions Management (Microsoft) to General Management, Managing Director and CEO positions (SingularLogic Group & Intersys).
- Her educational background provides a solid base combination of Engineering and Business (Chemical Engineer of the University of Patras and MBA from La Verne University).
- She is active in a number of institutes: Vice President of the Association of Chief Executive Officers, Coordinator of the "Empower Women" team at ACEO, President of the Steering Committee of 2014 ACEO Leadership Congress, member of the Hellenic Management Association, member of GBRW - Global Board Ready Women, member of the Women in Business (WIB) Committee of the American-Hellenic Chamber of Commerce, mentor at Endeavor Greece, mentor at Women On Top. She writes articles and delivers speeches on business issues.
- She voluntary mentors young people & women in business.





Agnes Mariakaki

General Manager, MindSearch



- Agni Mariakaki is passionate about people, conversations and cultures, with a focus on the transformative understanding of people.
- She has worked as a researcher in more than 15 countries, conducting over 4,000 focus groups, and advising more than 300 brands on strategy, growth, consumer and social insight.
- She has been managing MindSearch, a research and insights consultancy, since 1995, and has pioneered the first eye tracking research lab in Greece. She is the social researcher in the development of MAMEM, a technology that allows the use of digital devices with the mind and eye, opening new worlds of opportunity for people with limited mobility. She has developed a Google awarded application that transforms the experience of historical locations for visitors .
- She holds a Master's degree in Organisational Psychology from the University of Lancaster, a Master's in Non Verbal Communication and Synergology. She is a graduate of the Paul Ekman Emotional Intelligence Academy in the UK, a certified NLP Trainer with the International Society of NLP and a certified Lego Serious Play facilitator.





Georgia-Zozeta Miliopoulou

Professor, The American College of
Greece



- Georgia-Zozeta Miliopoulou studied Philosophy, Pedagogy and Psychology in the University of Thessaloniki. She holds an M.A. with distinctions in cultural management & communication, and a Ph.D. in brand communication.
- From 1991-2002 she worked as a copywriter and creative director in advertising agencies including Leo Burnett, and ADEL Saatchi & Saatchi.
- From 2002-2010 she worked as a communications' consultant for organizations among which: Diageo, Unilever, OTE, SEAT, etc. She consulted for the Athens 2004 Coca-Cola campaign and undertook major digital projects as a content manager and creator.
- She was a co-founder, head of creative & content services at Tenfour agency from 2011-2014.
- She has taught creative strategy for 12 years in Panteion University; media management in the Cyprus University of Technology; advertising, consumer behavior, marketing, and communication in Greek Technical Institutes and the National School of Public Administration. She offers specialized seminars in the areas of creative communication and online writing, with the Institute of Communication and the National Institute of Training. Since January 2015 she serves as a professor, being a full time faculty member of Deree, The American College of Greece, School of Liberal Arts & Sciences, Department of Communication.





Martha Milona

Senior Principal, Korn Ferry



- Martha Milona is Senior Principal at Korn Ferry SEE. She served as President of the Greek People Management Association (2008-2017) and HR Director of SEE for DDB Group (2004-2015).
- She has 30 years experience in human resources and management with key management positions in the field in several sectors (insurance, hotel, chemical industry, consulting, advertising, non profit organizations).
- She holds an M.Sc. in Administration Law and a Bachelor Degree in Public Administration Management from Panteion University (Athens, Greece). Also, she holds a Bachelor Degree in Graphology from the Institute de Communication Humaine (Paris, France), extensive studies on French Civilization and History from Sorbonne University and she is an accredited Coach from the Institute of Human Development, UK and an accredited Mediator from ADR.g London. Moreover she is the Lecturer in various HR topics (EEDE, ASOEE, SEV) conferences & congress.
- She is an active member of the Hellenic Management Association, and she was for six years Vice President of the Women's Organization of Managers & Entrepreneurs (LAGME 2000-2006). She is also an Academic Advisor of the Executive MBA of the Economic University, TEDxAcademy, Singularity University & GMPA. She has joined the American-Hellenic Chamber of Commerce and is an active member of its Women in Business (WIB) Committee since 2013.





people

Niki Siropoulou

Director, SingularityU Athens



- Niki Siropoulou is bringing to Greece the SingularityU Experience on Innovation and Entrepreneurship.
- Through her career she has worked with companies around the world such as P&G, Estee Lauder, Philips, Carlsberg, The Coca-Cola Company and a great variety of Start-Companies. She has been awarded with the “Breakthrough Product of the Year Award” in the USA for product development for Estee Lauder, USA. She has been recognized with the “best breed branding” distinction from TED for TEDxAcademy branding.
- She has Executive Education from Harvard Business School on Innovation and New Business Ventures, from MIT on Leading Product Development and Kellogg on Digital Strategy. She holds an MBA in Marketing Strategy from University of Texas at Austin.
- In 2010 Niki founded the highly acclaimed TEDxAcademy Forum in Greece. A think tank on Innovation, Technology and Social Capital, creating a community of 50K followers, 300+ speakers, 50 organizers and advisors, 50 participating companies, 600 volunteers and 3.3 mio viewers.
- In parallel, Niki has founded the Rising Stars Mentoring and Entrepreneurship program, with the support of 30 prominent business executives, participating corporations, technologists, investors and entrepreneurs from Greece and the US with strong connections in Silicon Valley and major US research institutes.





people

Myladie Stoumbou

Director of Commercial Partner
Channels and Programs for Multi-
Country Cluster,
Microsoft



- Myladie Stoumbou is Director of Commercial Partner Channels and Programs for Multi-Country cluster in Microsoft Corp. She leads a diverse multi-national team responsible for driving the strategic transformation of Microsoft partner ecosystem across 24 countries of Central and Eastern Europe.
- She studied Computer Engineering and Informatics in the Polytechnic School of the University of Patras in Greece, and she holds a post-graduate title in Economics and Management from Athens Information Technology.
- She joined Microsoft in 2011 and since then she has been in various leadership positions, such as Enterprise Solution Sales Manager for Greece, Director of Technology (Developer Evangelism and Experience) for Greece, Director of Cloud Productivity Sales for Germany and Central and Eastern Europe, as well as Solution Sales Director for Multi-country Europe. Before Microsoft, she worked in senior positions in Greek companies, namely SingularLogic, Velti and Intracom, mostly in sales and business development positions in Greece and in the SEE region. She is a member of Hellenic Management Association (EEDE), while at the same time she participates and supports women empowerment initiatives in Microsoft as member of the Women@Microsoft CEE Chapter. She is a member of the Advisory Board of Singularity University Athens Chapter. She is mentor at Microsoft Innovation Center in Greece, MIT Enterprise Forum Greece, The People's Trust and Women on Top network, supporting young women professionals and entrepreneurs. She is a passionate volunteer in social inclusion topics, an ambassador for Mellon Skills Accelerator and a TEDx speaker.





Iphigenia Tarou

Senior Business Consultant



- Iphigenia Tarou has gained 30 years of working experience, starting as Management Trainee with Johnson & Johnson Hellas. Through various positions with increased responsibilities in Sales and Marketing, Business and Division Management, in 2004 she became Managing Director of J&J Medical Products in Greece. The company received Best Workplaces Hellas Award in 2005 and 2006. In 2007, she became Managing Director of the Advanced Wound Care Business Unit for Europe, Middle East & Africa within J&J. In 2009, she became General Manager for Greece and Cyprus at Covidien Hellas, a leading company in medical products and hospital supplies and in 2014 she held the position of the General Manager for Greece and Cyprus at CSL Behring Hellas, a leading pharmaceutical company in biotherapies. In 2017, she held the position of Strategic Affairs Director at Papapostolou Healthcare Technologies.
- Her business attitude is focused on building credibility by delivering quality results and supporting honest communication. Her service approach is centered on the principles of business exposure to different cultural environments and thorough understanding of clients' needs, as well as society's. She studied Chemical Engineering in the UK, where she also acquired her M.Sc. in Chemical Plant Operation and Management.





people

Teti Tsekoura

Senior Legal Counsel, Bold Ogilvy & Mather



- Teti Tsekoura is an attorney-at-law, member of the Athens Bar Association since 1989, specialized in the areas of corporate and commercial law. Even before starting her career, she was working during her law studies, in the insurance sector (National Insurance Company), as sales manager.
- As a lawyer she started her career on 1989 in Interamerican Life Group of Companies, providing a full spectrum of legal services and advices covering all company's corporate and commercial activities. From 1992 until 2008 she was Head of the Legal Department of Hellenic Basketball Association (HEBA) responsible, among others, with the HEBA's judicial representation before the Courts, the management of its relations with the supervising authorities and specialized in the negotiation of television and advertising rights for sporting events. Within such frame, she has been member of the sport legislation reform committees, and has been appointed representative in the Union of European Associations Basketball (ULEB)'s Legal Committees and those of Euroleague.
- From 2006 until today, she is the Senior Legal Counsel of Bold Ogilvy & Mather Group of Companies providing legal services and advice in all areas of law such as civil, corporate, intellectual property and commercial law and judicial and extra-judicial assistance and support before the Council of State as well as the Civil and Administrative Courts in order to serve all their needs as per its activities. Furthermore, she is also serving long-term mandates as member of BoD in several commercial companies.





people

Katerina Tsemperlidou

Blogger & Author



- Katerina Tsemperlidou studied Law but, by a twist of luck, she got into advertising. Throughout her career she worked at Adel/Saatchi & Saatchi as copywriter, creative director, member of the board and subsequently as shareholder and chairperson for 13 years. She created more than 500 successful campaigns for commercial purposes and social causes and contributed significantly to the success of well-known brands, services of Greek and multinational companies. She personally wrote successful slogans for household brands such as Nounou, ION, Arlequin among dozens. Under her leadership Adel/Saatchi & Saatchi's creative department won 324 Awards in Greece and Internationally, among them, the unique in Greece, Gold Lion Award of the Cannes Festival. She was elected for many years as member of the Board, Secretary General or Vice Chairman to the Board of the Greek Association of Communication Agencies, the Communication and Ads Board and of the Institute of Communication.
- She is the writer of 11 books, among them the best-seller "No more sex, just friends" (1997), a book whose eponymous title is used as a household phrase. She has also written four books focusing on Happiness, among them the first book of its kind in Greece, "Happiness is a decision" (2008), which created a new trend in Greece, for positive way of life and for happiness. In March 2013 her new book titled "Soul Wash" was launched by the Psychogios Publications. In 2012, she created a widely accepted website: www.tsemperlidou.gr which covers such themes as happiness and the positive and exciting side of life, promoting relevant social issues.





people

Deppie Tzimea

Executive Director Corporate
Communications, OTE Group



- Deppie Tzimea is Executive Director of Corporate Communications at OTE Group since March 2015, having served as Head of Corporate Communications at OTE Group since July 2011 and Head of Corporate Communications at OTE S.A. since February 2001.
- During the Athens 2004 Olympic Games, she was responsible for OTE S.A. and OTE Group Crisis Communications. Change management has been one of her main tasks both during OTE's transformation from a state monopoly to a private company, as well as during the functional integration of the mobile and fixed businesses.
- She has been working in Marketing and Corporate Communications in both mobile and fixed line telecommunication providers since 1995. She has thorough knowledge and experience in advertising having worked, among others, at Adel Saatchi & Saatchi.
- She holds a postgraduate degree in Public Relations and Communications from Stirling University, and is a Political Sciences & Public Law graduate from the University of Athens.





Peggy Velliotou

Partner, Advisory,
KPMG



- Peggy Velliotou now a Partner in KPMG Advisory, joined the People Services Dept. of KPMG Hellas in 1999 as Senior Adviser. She is very experienced in the selection of middle and upper management personnel, having interviewed more than 10,000 candidates and having successfully placed more than 1,000 executives at various positions in Greece and abroad. She is also a certified instructor of the Sandler Sales Institute. Her training experience within KPMG spans a variety of fields, such as development of skills for effective selection, negotiations and sales, relations building, customer service, employee motivation and culture change management. She has assessed over 400 Managers and Directors in the Assessment/Development Centre for various clients.
- She studied Economic Science at the Athens University of Economic and Business Science. She holds a diploma in Advanced Negotiations & Decision Making Skills from Harvard Business School in USA.
- She started her professional career in 1991 in the Finance Department of Goodyear Hellas. In 1995 she joined Shell Hellas' Retail Department as Business Analyst. In 1997, she participated in a small dedicated country team that became the nucleus responsible to adapt and lead Shell's global transformation process in the particular conditions of each country. Following the international experience gained from this transformation project, she became Dealers Training & Dealers Relations Manager, responsible for selection, training, assessment of the more than 600 Shell outlet's personnel and dealt with issues of company culture change in Greece and abroad.

