

## Dimitris Karavasilis

Dimitris Karavasilis is a highly motivated, visionary and performance driven international marketing professional, with an advanced know-how and significant expertise in a wide range of economic and industrial sectors; since 1999 he has been providing significant Greek and foreign firms with marketing services. He is founder and CEO of *“The DK Marketing Agency”* with offices in Athens and Thessaloniki and *“The IDEA MONKEYS Marketing Agency”* with offices in New York and London. In 2018, he started a new collaboration with *“All pack Hellas”*, a two-month printed packaging issue. In the beginning of 2019 he launched a new project, the *“exportnews.gr”* magazine. Dimitris Karavasilis has studied Business Administration and International Marketing at *“The University of Sheffield”*. Prior to the foundation of *DK Marketing*, he had been working as a senior executive in industrial and commercial enterprises in Greece and abroad, such as SATO, Toshiba, Sunair, Premierotel, Pointgroup, Axon Inc., and D&B group. During his career, he has been undertaking major projects on behalf of big multinational consulting firms in the UK, the Netherlands, Luxembourg, Germany, Hungary, Romania, Turkey and China; he has also participated as an invited speaker in many local and international conferences. Dimitris Karavasilis is a member of the *Administrative Committee* and of the *Board of Directors* of the *Greek International Business Association (SEVE)* and an Executive Consultant on international trade issues at the *American - Hellenic Chamber of Commerce* in Athens. He also participated in the core team of the *Dutch experts of Task Force*, contributing in establishing the *Trade and Promotion Roadmap* as the key source for reforming the *Greek Export Strategy*; he is also member of the *Hellenic Institute of Marketing* and an active member of various International Organizations.



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