
Speakers



Anastasia Sideri
External 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 Marketing, Communications & Public Affairs fields. She started her career with Procter & 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, serves currently as Chair of the Women in Business (WIB) Committee of the American-Hellenic Chamber of Commerce, and Honorary Professor in the Adam Smith Business School of the University of Glasgow.



Thodoris Georgakopoulos
Editorial Director
diaNEOsis

Thodoris Georgakopoulos is a writer and journalist. He is the editorial director of diaNEOsis, an independent non-profit think tank in Athens. He is also

a columnist at Greek daily Kathimerini, and has written for major Greek and European magazines, newspapers, and websites. He primarily writes about politics, culture, science, technology, and the internet. He is the author of five books.



Anastasia Kotanidou
Professor of Pulmonary and
Critical Care Medicine
NKUA, Medical School &
President, Hellenic Society
of Critical Care

Anastasia Kotanidou is Professor of Pulmonary and

Critical Care Medicine at the National and Kapodistrian University of Athens, Medical School and President of the Hellenic Society of Critical Care from 2016 until now. She

is principal investigator in more than 6 clinical studies the last 3 years. She has written more than 125 papers in peer review international journals with impact factor >500 and h-index 38 Citations. She attended the Medical School of the University of Sofia, Bulgaria from 1976-1982, and received her Ph.D. from the University of Athens, Medical School in 1993. She is a member of the Greek Medical Association, Hellenic Thoracic Society, Greek Bronchologic Society, Hellenic Society of Critical Care Medicine, Hellenic Society of Studies in Disturbances in Sleep, European Society of Transplantation, European Society of Intensive Care Medicine, American Association for the Advancement of Science. She speaks Greek, English, Bulgarian, Russian.



Myladié Stoumbou
Regional Director of
Commercial Partner Channels
and Programs for Multi-
Country Cluster
Microsoft

Myladié Stoumbou is Regional Director of Commercial Partner

Channels and Programs for Multi-Country cluster in Microsoft Corporation. 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 the Women in Business (WIB) Committee of the American-Hellenic Chamber of Commerce, 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 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 a TEDx speaker and an article writer on topics of innovation and digital entrepreneurship, leadership, diversity, and inclusion.



Agnes Mariakaki
Managing Director
MindSearch

Agnes Mariakaki 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 is co-founder of the European Group of Applied Body Language based in Holland and member of the Board of the European Association of Synerlogists. She holds a Master's degree in Organizational 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 in Design Thinking, Lego Serious Play facilitator.



Stella Demou
Member of the BOD
Demo S.A.

Stella Demou holds a Degree in Pharmacy from the Arnold and Marie Schwartz School of Pharmacy of Long Island University in New York. During her studies she worked at the Montefiore Hospital in New York. She has been working in DEMO S.A. Pharmaceutical Industry, one of the leading Pharmaceutical Companies in Southern Europe, since 1992. She started her career in the company in the production department, taking the role of Head of Production soon after. In 2005 she became a member of the Board of Directors of Demo S.A., while in 2008 she took over the Management of Operations. She currently oversees all day-to-day operations of the company as well as the design and implementation of the company's strategic plans. During her time at Demo S.A., the company has grown to become a leading pharmaceutical production company specializing in the production of injectables primarily for use in hospitals. Its main campus of over 57,000m² houses 4 manufacturing plants, operating over 55 production and packaging lines. The company employs approximately 1,000 personnel and exports to over 85 countries worldwide. Stella Demou also participates in numerous conferences and seminars in the field, both in Greece and abroad.



Zina Mavroeidi
CEO
e.Fresh.gr

Zina Mavroeidi is the CEO of e-Fresh.gr, a technology driven online supermarket. She looks after daily operations for all departments of the company and sets up the future strategic objectives. E-fresh.gr is a fast-growing online retailer with double digit growth every year. It is known for utilizing technological innovations such as artificial intelligence and warehouse automations to offer a comprehensive service to the Greek consumer. Since e-Fresh.gr started trading in the end of 2016, it has successfully delivered more than 500,000 online grocery orders to thousands of Greek households. e-Fresh.gr is a vertically integrated organization with in-house facilities of warehouse management and end mile logistics. The company aims to raise awareness on how e-commerce can help us declutter our days and spend our free time on what is important to us. Prior to her current role, she was a big 4 strategy consultant specializing in big data and working equally with the technical, analytical, and strategic aspects of customer insight and data intelligence areas. She holds an MSc in operational research and management science from Warwick Business School and a bachelor degree in marketing from Athens University of Economics and Business. She is passionate about entrepreneurship, e-commerce, and the Greek potential. She is married and a mother of a 3 year-old.
