

# Impact Unleashed

Lead as a  
Rule Breaker



AMERICAN-HELLENIC  
CHAMBER OF COMMERCE



WIB  
committee

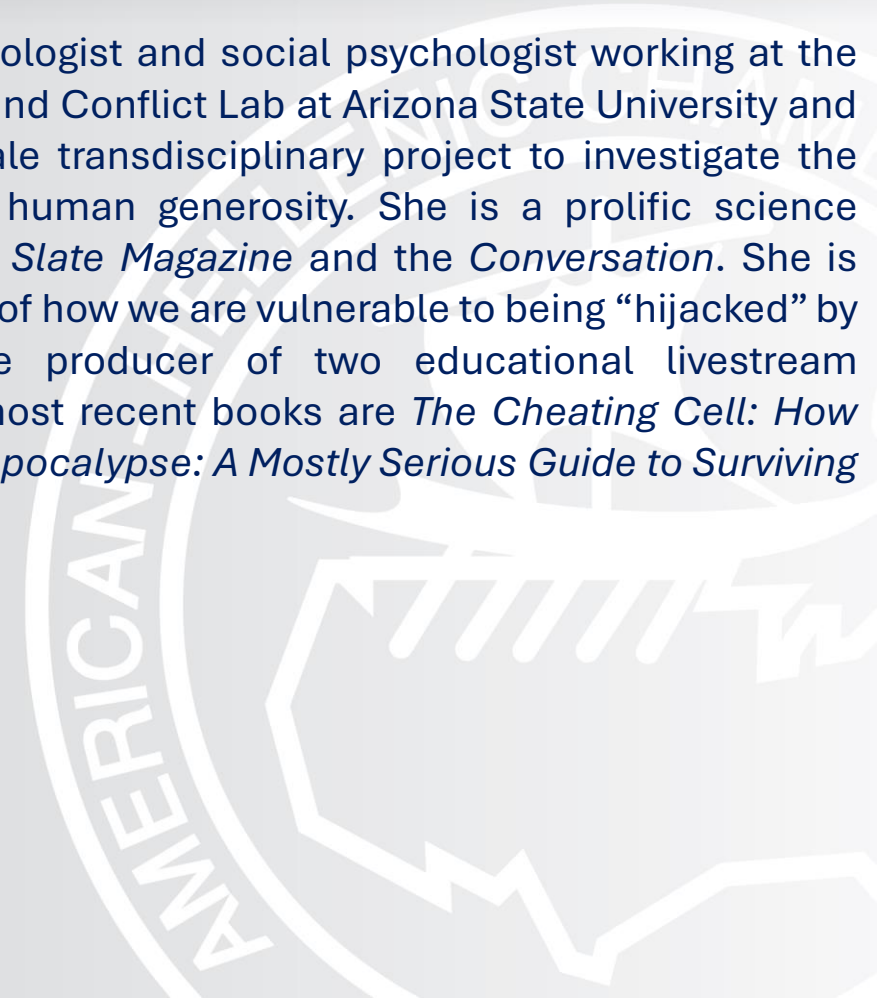
SPEAKERS BIOS

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## **Athena Aktipis, Associate Professor of Psychology, Arizona State University**

Professor Athena Aktipis is a cooperation theorist, evolutionary biologist and social psychologist working at the intersection of these fields. She is the director of the Cooperation and Conflict Lab at Arizona State University and co-director of The Human Generosity Project, the first large-scale transdisciplinary project to investigate the interrelationship between biological and cultural influences on human generosity. She is a prolific science communicator, with writing credits including *Scientific American*, *Slate Magazine* and the *Conversation*. She is also the host of The Zombified Podcast, an educational exploration of how we are vulnerable to being “hijacked” by everything from parasites to monstrous algorithms, and the producer of two educational livestream channels: Channel Zed and Cooperation Science Network. Her most recent books are *The Cheating Cell: How Evolution Helps Us Understand and Treat* and *A Field Guide to the Apocalypse: A Mostly Serious Guide to Surviving Our Wild Times*.



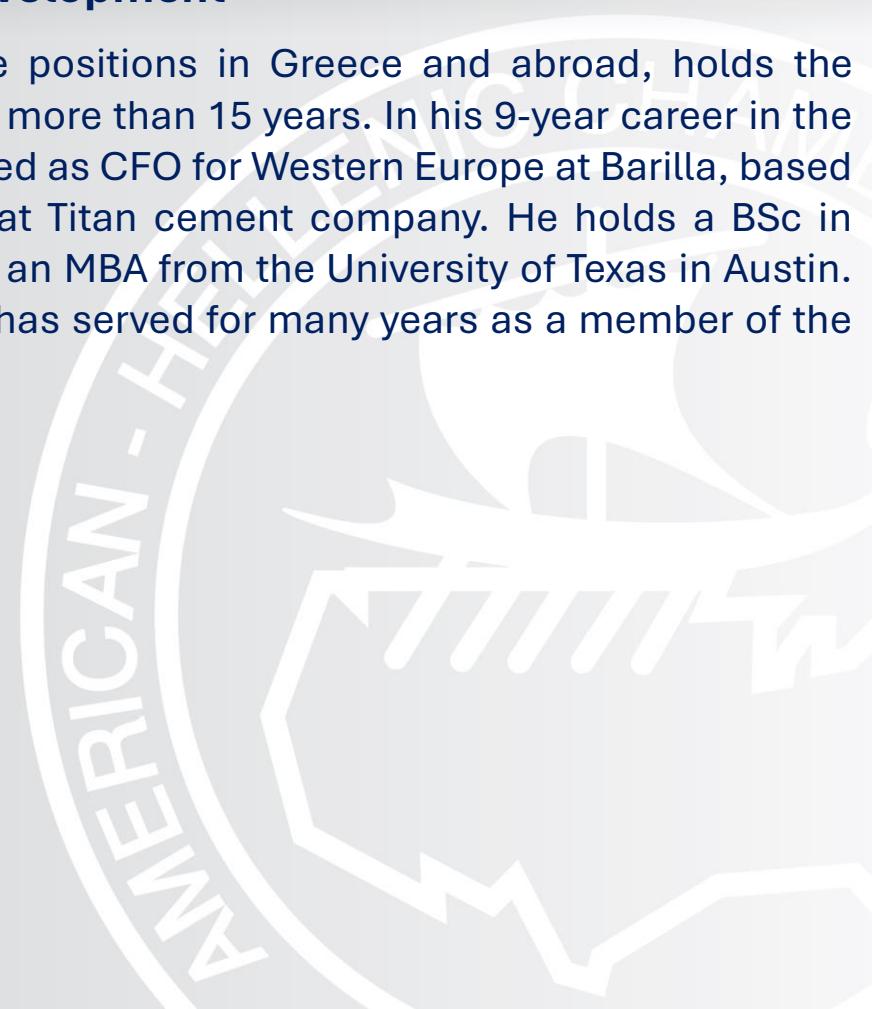
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## **Odisseas Athanasiou, Chief Executive Officer, LAMDA Development**

Odisseas Athanasiou, with a long experience in senior executive positions in Greece and abroad, holds the position of Chief Executive Officer at LAMDA Development S.A. for more than 15 years. In his 9-year career in the U.S., he worked at Ernst & Young and Emerson Electric. He has served as CFO for Western Europe at Barilla, based in Paris, CFO at Diageo Hub Greece-Turkey and CFO for Greece at Titan cement company. He holds a BSc in Economics and Political Science from the University of Athens and an MBA from the University of Texas in Austin. He is a member of the Board of Directors of Endeavor Greece and has served for many years as a member of the Board of Directors of the Hellenic Federation of Enterprises (SEV).



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## **Nikolaos Bakatselos, President, American-Hellenic Chamber of Commerce**

Nikolaos Bakatselos is the Managing Director of Pyramis Metallourgia A.E. and Pyramis Deutschland GmbH. He was a Member of the Board of Directors and Deputy Managing Director of Northern Greece Publishing S.A. He has held the position of Managing Director of Imperium AEEX, and Member of the Board of Directors of Egnatia Bank Securities S.A. He was a Member of the Board of Directors of Attica Bank from February 2014 until June 2016. He was a Member of the Steering Committee of the International Hellenic University from 2006 until January 2014 and Member of the Board and President of the Northern Greece Committee of EEDE. He is Member of the Committee Support CERTH, Trustee of Anatolia College, Member of the Board and Member of the Steering Committee of SVE and Honorary Consul of Belgium for Northern Greece. After being a Member of the Board of Directors of the American-Hellenic Chamber of Commerce for several years, in June 2010 he was elected Vice President of the American-Hellenic Chamber of Commerce and President of the Northern Greece Committee, and since June 2019 he was elected President of the American-Hellenic Chamber of Commerce. He is a founding member and member of the Board of the Council of Competitiveness of Greece. From October 2019 until February 2022, he was elected as President of HEDNO by the General Assembly of HEDNO. Nikolaos Bakatselos holds a B.A. in Sociology from University of Reading and a MSc in Shipping, Trade and Finance from City University Business School.

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## **Elena Barla, Co-Founder & CEO, Future BrAI**

Elena Barla is a repeat tech entrepreneur, engineer and C-level executive with 20 years of multinational experience in tech, M&As, HR, strategy and digital transformation. She has held leadership roles at Elsevier, Procter & Gamble, Ericsson, and Stanton Chase across Italy, the UK, and Greece. She holds a Mechanical Engineering degree from NTUA, an MBA from SDA Bocconi and executive education from Harvard Medical School. Her work has been published in international journals and conferences. In 2013, she founded Among Doctors, a multi-award-winning digital health platform ranked among the Top 9 Social Networks for Physicians worldwide. In 2023, she co-founded Future BrAI, an AI-based SaaS shaping the Future of Work through real-time culture & engagement analytics. Recognized among the Top 30 Greek Women in Tech (*by The Recursive*), Elena is a passionate advocate for female empowerment, actively contributing through speeches, articles, mentoring and thought leadership.

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## Natasha Covas-Kneiss, CEO, Eltrak Group

Natasha Covas-Kneiss is a seasoned executive with over two decades of leadership experience, currently serving as the CEO of Eltrak Group, overseeing operations in Greece and Bulgaria. She has a proven track record in driving revenue growth, managing complex business transformations, and fostering a culture of innovation and resilience. With expertise in M&A, crisis management, and strategic restructuring, she played a pivotal role in Eltrak's successful transformation and growth. Previously, she led Eltrekka S.A., the largest auto parts distributor in Greece, and held key roles at Bic-Violex and Deloitte & Touche. A graduate of Harvard University with a Magna Cum Laude degree in Government, she is fluent in Greek, English, and French, with a strong commitment to leadership excellence and sustainable business growth.

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## **Theodore Cotionis, CEO, Ogilvy Greece**

Theodore was born in Istanbul in 1948. He immigrated to Athens in 1964 where he studied Mathematics at the University of Athens and attended Marketing seminars at New York University. He began his career in 1972, as a media planner, at ADEL. In less than a year, he assumed responsibility for the Media Department and became a member of Board of Directors. In 1977, together with Antonis Rapsomanikis and Yannis Efstathiadis, he founded Bold Ogilvy. Since 1997, he is the CEO and responsible for all Group's activities in Greece and abroad. From 1999 to 2003, he served as President of Hellenic Association of Advertising-Communication Agencies (EDEE). During his term, the Association expanded and covered all specializations in the field of communication. He is the initiator and first President of the Institute of Communication, a non-profit organization in which four Universities and EDEE participate, aiming to unite the professional and academic communities.

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## **Sissy Iliopoulou, Chief Marketing & Communications Officer, Lamda Development**

Sissy Iliopoulou is an experienced corporate marketing, reputation & ESG strategist and business leader. She currently holds the position of Chief Marketing & Communications Officer at Lamda Development. She has over 25 years of experience in corporate marketing, integrated communications, corporate affairs, crisis management, and sustainability. Her expertise includes corporate marketing strategy development, 360° campaigns development, ESG (Environmental, Social, and Governance), the creation of environmental and social multi-stakeholder programs as well as building diverse high-performing teams. Sissy has worked in national and international roles across Greek multinational, American multinational, European and Greek companies in various sectors acquiring an important breadth & depth of experience in organizations management. Her last role before moving to Lamda Development was Head of Public Affairs, Communications & Sustainability for North Europe at The Coca-Cola Company, with London as her primary location. She has spent almost 20 years with the Coca-Cola system holding various positions both in the Coca-Cola HBC Bottling, as well as The Coca-Company. Throughout her career, Sissy has been instrumental in helping organizations adopt a purpose-driven orientation, integrating sustainability into their business operations. She designs and implements strategies and initiatives that positively impact both company growth plans and societies. Her work in sustainability has been recognized by third parties nationally and internationally. She is member of the Women in Business Committee of the American-Hellenic Chamber of Commerce while in the past she has hold member positions in various associations like the Circular Economy Committee of the American-Hellenic Chamber of Commerce, Quality Net Foundation, Corporate Affairs Association, Soft Drinks Industry Association etc. Her educational background includes a diploma in Philosophy, Pedagogy, and Psychology from the National University of Athens (Kapodistriakon) and an MBA from Wales University (Aberystwyth).



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## **Fotini Karageorgi, Chief Executive Officer, Giochi Preziosi Hellas**

Fotini Karageorgi holds the position of the Chief Executive Officer at Giochi Preziosi Hellas S.A., a member of one of the biggest European Group of companies in children's products and toys. Fotini founded the Company in 2003, as a shareholder and partner, while the great success of the Company led her to establish in 2009, its subsidiary in Turkey. The Company's portfolio includes brands which are very popular among the children like Gormiti, Harry Potter, Miraculous, Peppa Pig, Nenuco, Teenage Mutant Ninja Turtles, Crayola, Trudi, Cocomelon, Bluey, Feber, Goo Jit Zu, Mickey & Minnie, and many others. Today, Giochi Preziosi Hellas, with a successful team of professionals, continues to grow and holds a leading role in the industry. Consequently, the Company has been awarded as Toy Company of The Year, for the consecutive years (2022-2024). Fotini before establishing Giochi Preziosi Hellas, was Regional Managing Director at Hasbro S.A. a worldwide leading company in children's toys and games, having under her responsibility the regions of Greece, Cyprus, Turkey, Israel, India, Africa and emerging markets. For many years, she held the position of Marketing Director at United Distillers and then the one of Marketing & International Relations Director at J. Boutari & Son Holding. She started her career in Marketing at Procter & Gamble. She holds a BSc in Political and Economic Science from the National and Kapodistrian University of Athens and a MSc in Business Administration from the London Business School.

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## **Elis Kiss, Editor-in-Chief, Vogue Greece**

Elis Kiss is Editor-in-Chief at Vogue Greece. Previously, she held the position of Fashion Features Director, covering the fashion and luxury industries with a particular interest in the Greek creative scene. She is former Arts Editor at Kathimerini English Edition. She is also a contributing editor to Kathimerini's K magazine, while her freelance work includes reporting for the International Herald Tribune, now rebranded to the International New York Times. Elis has also acted as editor-in-chief of Istories Modas with Katia Zygouli, for ERT1 state channel, among other TV projects. Prior to joining the Kathimerini media group, Elis became a privileged witness to the world of global style as assistant to Suzy Menkes in Paris. Born to Greek parents in Edinburgh, Scotland, Elis studied at the University of Kent in the UK and the University of Bologna, Italy.

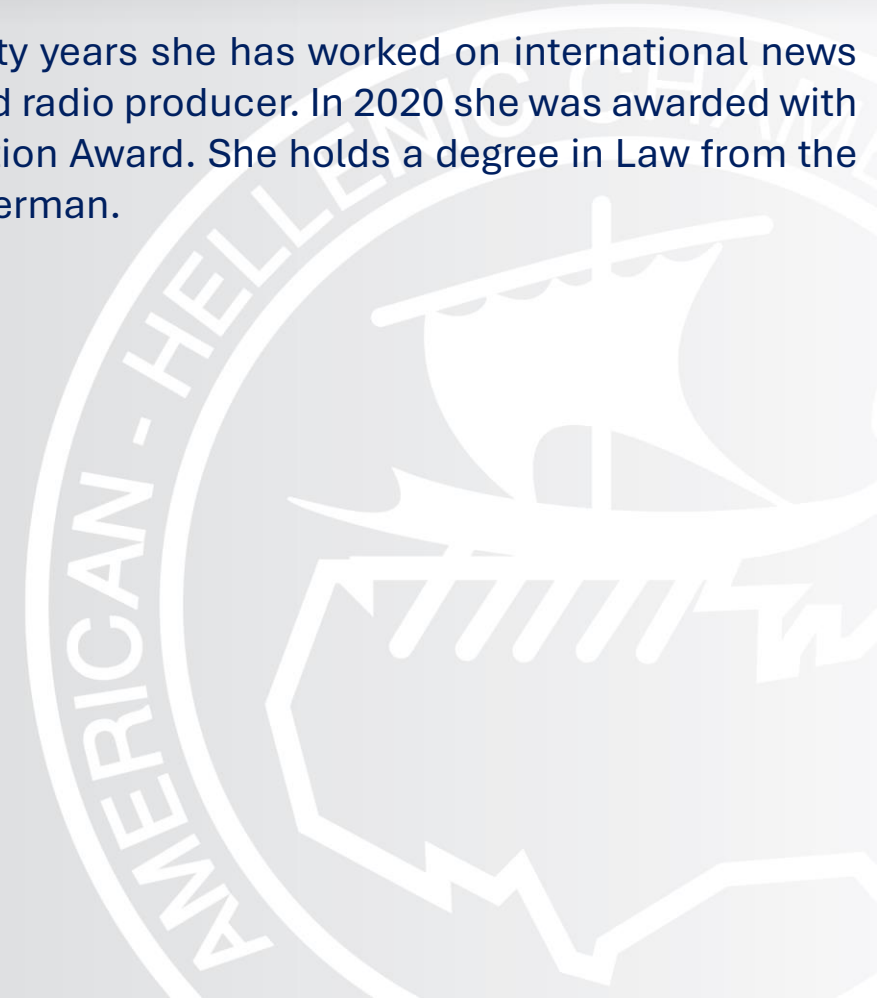
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## **Niki Lymperaki, Journalist**

Niki Lymperaki is a journalist in Athens, Greece. For the past twenty years she has worked on international news and current affairs for major Greek media as an anchor, reporter and radio producer. In 2020 she was awarded with the highest distinction for journalists in Greece, the Botsis Foundation Award. She holds a degree in Law from the University of Athens and she speaks English, Italian, Spanish and German.

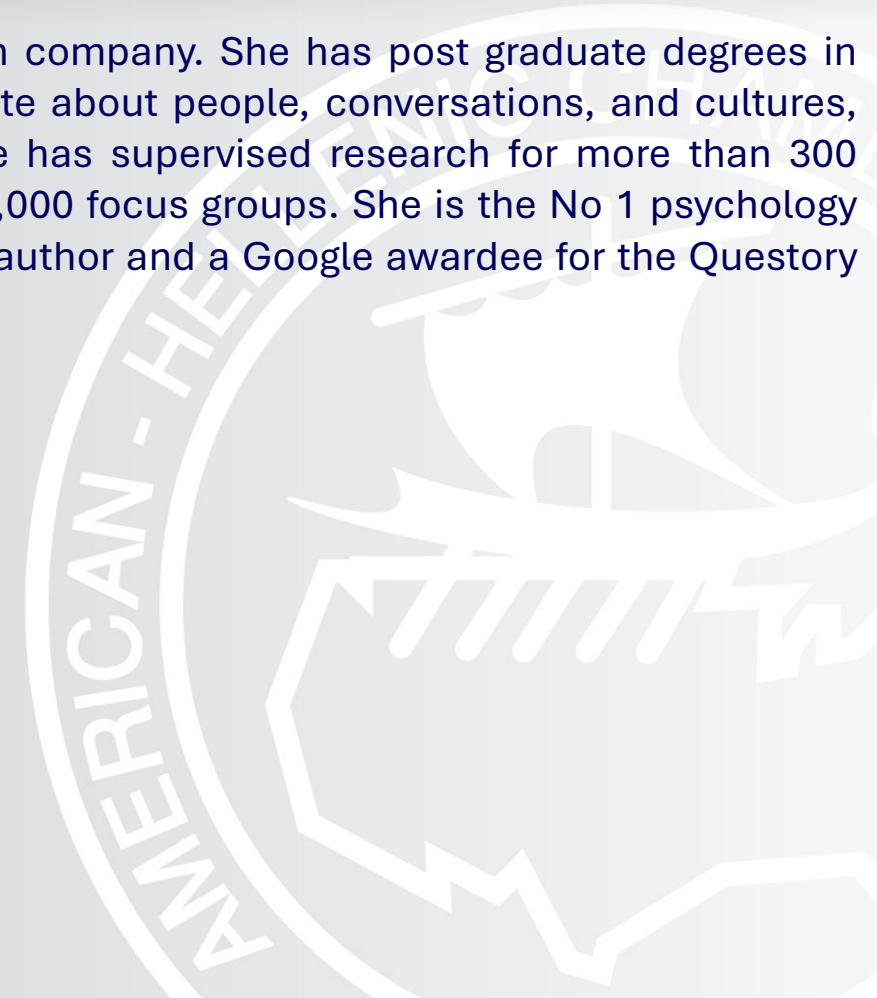


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## **Agnes Mariakaki, CEO, MindSearch**

Agnes Mariakaki is the CEO of MindSearch, a consumer research company. She has post graduate degrees in Psychology and Social Anthropology. Agnes Mariakaki is passionate about people, conversations, and cultures, with a focus on the transformative understanding of people. She has supervised research for more than 300 brands, across more than 15 countries and has carried out over 4,000 focus groups. She is the No 1 psychology influencer across social media in Greece, as well as a bestselling author and a Google awardee for the Questory app.





## **Elias Spirtounias, Executive Director, American-Hellenic Chamber of Commerce**

After graduating from the School of Mathematics of the University of Athens, Elias Spirtounias completed his graduate studies at the School of Electrical Engineering (M.Sc. degree and pre-Ph.D. studies) at Boston University. During his residence in the United States, he participated as a Research Engineer in several research programs in co-operation with other organizations and companies such as NASA, MIT, UNH in the fields of analog and digital electronics, circuits design and applications. He returned to Greece in 1992 and after completing his military service in 1994, he held the position of Technical Director for the subsidiary of the Italian company Citec SpA., a company specialized in the design, production and application of voice and image processing systems. From 1997 until February 2009, he worked for the Foundation of the Hellenic World, a major Greek private non-profit cultural organization, starting as a Construction Supervisor and continuing as a Managing Director of the brand new then Cultural Center, Hellenic Cosmos an innovative, based on new technologies, theme park. During his tenure, he contributed significantly to the expansion, development and operation of the Center and its establishment as one of the most known technology-driven cultural theme park in Greece and abroad. From March 2009, he holds the position of Executive Director of the American-Hellenic Chamber of Commerce. Along with his colleagues and in cooperation with the Board have managed, during the economic crisis, to increase significantly the number of activities, undertake important initiatives, retain in high level the memberships, foster the advocacy level, expand further the presence of the Chamber in US and contribute to the evolution of the Chamber into one of the leading dynamic and reliable business organization in Greece. He served as Treasurer of the American Chambers in Europe (ACE) Executive Committee from 2022 and elected as ACE Vice Chair since January 2024.

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## **Myladié Stoumbou, Senior Regional Director, Microsoft**

Myladié Stoumbou is a distinguished digital executive and strategist with expertise in building and transforming global, high-performing teams. She leverages the opportunities of modern exponential technologies, and especially the transformative power of Artificial Intelligence to drive innovation and business success at scale. Starting as a systems engineer and programmer, developing later as a Sales and Business Development executive, Myladié advanced to her current role as Regional Director at Microsoft. She excels in leading multi-disciplinary projects and solving complex challenges within multinational environments. Myladié is also a dedicated mentor in the digital entrepreneurship ecosystem, supporting initiatives like the MIT Enterprise Forum in Greece, Microsoft for Startups Founders Hub and lately L:eadership for Positive Impact. As Chair of the Women in Business Committee at the American-Hellenic Chamber of Commerce and mentor for the Women Leadership Programme of the European Innovation Council, she champions women's leadership. Recognized as one of the most influential Women Channel Leaders by CRN in 2022 and as one of the most impactful Inclusive Channel Leaders in 2023 and 2024, Myladié is an international keynote speaker on leadership, the future of work, diversity and inclusion, and AI. She has been twice a TEDx speaker, published articles on platforms like LinkedIn and HuffPost, and delivered numerous lectures at leading universities, with Oxford Saïd Business School being the most renowned.

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## **Maria Tzelepi, Senior Director of Public Affairs, Communication and Sustainability, The Coca-Cola Company**

Maria Tzelepi is Senior Director of Public Affairs, Communication and Sustainability at The Coca-Cola Company for Greece, Cyprus, and Malta. She started her career in communication in 2003, at Ogilvy Group in Greece, where she held the position of PR & Influence General Manager, in the period 2016-2021. She has significant experience in the areas of Corporate Reputation & Communication, Brand PR, and Corporate Responsibility & Sustainability, having won many awards in Communication Award Institutions for important brands and organizations. From her current role at The Coca-Cola Company, she is responsible for the social impact programs implemented by the Company in Greece in important pillars of its strategy for sustainable development, such as circular economy and recycling, protection and efficient management of water resources, nutrition, and initiatives to empower women and young people. She is a sport and wellness adorer and mother of two boys, 17 and 18 years old.

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Rule Breaker**Maria Vakola, Professor of Organizational Psychology and Change Management, Athens University of Economics and Business**

Maria Vakola is a Professor of Organizational Psychology and Change Management at the Athens University of Economics and Business (AUEB). Recognized among the top 2% of scientists worldwide, according to Stanford University's prestigious citation-based list, she has made a significant impact on both academic research and business practice. She is the Director of the MSc in Human Resource Management program, one of AUEB's most popular postgraduate programs. Professor Vakola has published extensively in top-tier international journals and is the founder of the Change Research Network, an international community of scholars dedicated to advancing the study of organizational change. Beyond academia, she has trained over 5,000 executives in people management skills and actively participates in consulting projects focused on cultural alignment and leadership development. She is also the founder of the non-profit organization Job-Pairs, which promotes mentoring in the workplace. Professor Vakola can be reached at [mvakola@aueb.gr](mailto:mvakola@aueb.gr).

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## **Peggy Velliotou, Partner, Consulting, KPMG**

Peggy Velliotou, who is Partner since 2008, is responsible for the HR Consulting, specializes in Executive Search and Selection, BOD services, C-Level On-Boarding and Employer Branding for companies in Greece and abroad. Additionally, she holds the role of Head of People for KPMG Greece. She started her career at KPMG in 1999. She has carried out more than 17,000 interviews and successfully placed 5,000 executives at various positions in Greece and abroad. Her educational experience covers a wide range of programs aimed at experienced executives across different industries. Additionally, she has assessed a significant number of senior executives through Assessment/Development Centers. Her team consists of experienced professionals with significant industry specialization and deep market knowledge.

