

GEORGIOS STERGIOU

EXECUTIVE LEADERSHIP PROFILE

Executive • Researcher • Engineer • Educator • Entrepreneur

Helping organisations navigate technological change through evidence-based, human-centred transformation.



POSITIONING

Georgios Stergiou combines more than two decades of executive and entrepreneurial practice across Europe and the Americas with doctoral research into organisational readiness, responsible AI and digital transformation.

His work connects strategy with implementation: helping leaders assess readiness, preserve human judgement and build the capabilities required to adopt emerging technologies responsibly.

“Technology should strengthen human capability, not replace it.”

EXECUTIVE SUMMARY

Georgios Stergiou is an executive, researcher and entrepreneur with more than two decades of experience across engineering, organisational development, technology commercialisation and executive education. He has founded and led ventures in the United Kingdom, the Netherlands, Mexico and Greece; worked across seven industries; collaborated with more than 50 organisations; and contributed to the development of more than 30,000 professionals.

As a PhD Candidate at the University of the Aegean, he is developing the 4D-DT Framework for adaptive digital transformation readiness in Industry 4.0 and 5.0. His research helps organisations assess readiness, identify capability gaps, sequence change and preserve human judgement when adopting emerging technologies.

His perspective is grounded in building businesses, developing teams, entering new markets and translating technology into practical organisational solutions. He is available for executive leadership, strategic advisory, academic-industry collaboration, executive education and speaking engagements.

PHILOSOPHY

Georgios approaches transformation as an organisational challenge before it becomes a technology programme. He begins with readiness: purpose, people, processes, governance and the conditions required for adoption. Evidence clarifies the decision; executive judgement determines how it should be applied.

His operating principles are direct. Technology should expand human capability. Research should improve professional practice. Innovation should create measurable value. Leadership should strengthen people as well as processes. Transformation should be sequenced around organisational capacity rather than driven by novelty.

This orientation brings engineering discipline, entrepreneurial pragmatism and research rigour into the same decision process. It is designed for leaders who must act under uncertainty without losing sight of ethics, resilience or the people responsible for implementation.

EXECUTIVE HIGHLIGHTS

20+ years of international leadership	Europe Americas, Asia multi-market executive experience	7 industry sectors	50+ organisations supported
30,000+ professionals developed	250,000+ AboutSamos visitors since 2024	32M+ litres documented water savings	40+ performance and excellence awards

IMPACT

STRATEGY International market entry, growth strategy, strategic partnerships and business-model development across Europe, the Americas and Asia.	INNOVATION Industry 4.0, extended reality, digital platforms, sustainable services and evidence-informed technology adoption, product and category development.
LEADERSHIP Founder-led organisations, team development, training systems and multi-location commercial operations in varied cultural settings.	EDUCATION Executive learning in entrepreneurship, leadership, sales and organisational development for more than 30,000 participants. Education across 12 business schools & institutions.
SUSTAINABILITY A technology-enabled service model that led to more than 32 million litres of water savings in Nuevo León, Mexico. Sustainable growth and business-model diversification.	KNOWLEDGE TRANSFER Collaboration with 50+ organisations and practical translation of research into business & product development, executive education, strategy, diagnostics and implementation guidance.

SIGNATURE EXPERTISE

• Human-Centred Digital Transformation	• Entrepreneurship and Startup Development
• Executive Leadership	• Organisational AI Readiness
• Industry 4.0 and Industry 5.0	• Strategic Innovation and Differentiation
• Technology Adoption	• Executive Education
• Business Model Innovation	• International Market Development

LEADERSHIP EXPERIENCE

Stergiou Holdings | Founder and Managing Director

Greece | 2023 - Present

Leads AI-supported business processes, organisational innovation and transformation initiatives across multiple sectors, providing a practical environment for applying readiness, change and customer-experience methods.

Stergiou Realty | Founder and Chief Executive

Greece | 2023 - Present

Built a technology-enabled real-estate platform on Samos, developing a community of 6,500+ people and a portfolio reported at more than 150 properties while extending end-to-end services through national partnerships.

AboutSamos | Founder

Greece | 2021 - Present

Created a digital destination platform for cultural promotion and community engagement. Applied differentiation, digital strategy and local-business collaboration to attract more than 250,000 visitors since 2024.

RedVelvetXR | Co-Founder and Chief Executive

Greece | 2021 - 2025

Developed extended-reality concepts for cultural heritage, organisational transformation and education, including proposals for municipal, maritime and cultural applications.

XINTRIX SRL | Co-Founder and Chief Executive

Mexico and Germany | 2014 - 2021

Led market development for Industry 4.0 SMART solutions across Europe, Americas and Asia, building relationships with manufacturers, universities and public organisations and developing new commercial models for smaller enterprises.

ecocarspa | Co-Founder and Managing Director

Mexico | 2013 - 2016

Co-founded and scaled a technology-enabled water-conservation venture across eight locations. Its operating model, application and service delivery documented savings above 32 million litres of water.

Wings Consulting and Business Development | Co-Founder and Managing Director

Mexico | 2011 - 2013

Established a consulting practice focused on organisational transformation, executive leadership and business development, including executive-education programme design for EGADE Business School.

Wings Marketing and Management Training BV | Founder

Netherlands | 2007 - 2011

Built training systems and led high-growth commercial operations across European locations; the office reached first place in sales volume among 180 European offices within six months. Developed leadership and sales training programmes and Benelux training academy.

Eloquent Marketing UK Ltd | Founder

United Kingdom | 2002 - 2007

Built commercial operations and organisational-development programmes from start-up, expanding to additional locations and developing sales and trainer capability.

RESEARCH AS COMPETITIVE ADVANTAGE

Doctoral research strengthens Georgios's executive practice by converting broad transformation theory into decision support. His 4D-DT Framework is being developed through Design Science Research to assess adaptive digital-transformation readiness, connect diagnosis with maturity levels and strategic pathways, and support AI-enabled interpretation while retaining human judgement. Validation remains exploratory, with broader empirical testing planned.

CURRENT DOCTORAL RESEARCH

"Towards an Adaptive Digital Transformation Readiness Framework: The Development and Implementation of the 4D-DT Model for Industry 4.0 and 5.0"

SELECTED PUBLICATION

Stergiou, G., Kavakli, E. and Kotis, K. (2023). "Towards a technology acceptance methodology for Industry 4.0." *Procedia Computer Science*, 219, 832-839. DOI 10.1016/j.procs.2023.01.357

SPEAKING ADVISORY AND COLLABORATIONS

SPEAKING

- Human-centred digital transformation
- Responsible AI
- Industry 4.0 and 5.0
- Adaptive leadership
- Business Growth & Commercial Leadership
- Differentiation Strategy & Value Innovation

ADVISORY

- Organisational Readiness
- Business and Product Development
- Technology Adoption
- Strategic Innovation
- Executive Education
- Academic-industry collaboration

COLLABORATION

- Startups & International Organizations
- Universities and Research Institutes
- Industry and Business Schools
- Governments and Public Bodies
- European Projects
- Conference Organisers

RECOGNITION

- Onassis Foundation Scholar
- ERUA Student Ambassador, University of the Aegean, 2025 - 2026
- Recipient of 40+ performance and excellence awards across international executive leadership roles
- International speaker on digital transformation, Industry 4.0 and organisational innovation
- Internship recognition and subsequent career offers, Airbus, France

EDUCATION

PhD Candidate | 2022 - Present

University of the Aegean, Department of Cultural Technology and Communication

Adaptive digital transformation readiness, technology acceptance, responsible AI and Industry 4.0 and 5.0.

Global Executive OneMBA | 2011 - 2013

Rotterdam School of Management, Erasmus University Rotterdam

Programme spanning six partner schools: CUHK, FGV, RSM, EGADE, UNC and GIBS (Elective).

BEng Honours in Aeronautical Engineering | 1994 - 1998

City, University of London

Project focus on human factors in airline accident avoidance.

Private Pilot Licence | 1997

Britannia Flight School, United States

LANGUAGES

Greek: Native

Spanish: Professional working proficiency

English: Professional and academic proficiency

Dutch: Basic working knowledge

DIGITAL PRESENCE AND CONTACT

Projects, research and publications

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LinkedIn presence and current projects are accessible through the website.



Helping organisations make better decisions in times of technological transformation.