



Entrepreneur, Innovator, Strategist. Passionate about value innovation, “Blue Ocean” strategy and use of best “glocal” practices.

Founder of a number of businesses, in diverse industries and markets, **innovator** to a number of products, **creator of “microconsulting”** – a quick business turnaround consulting methodology, **developer** of seminars and courses, **author of 5 books and several courses.** An **AI advocate.**

Received recognition from companies, universities & government.

CAREER SUMMARY

Over **2 decades of global dynamic executive career. Educated in 12 countries, founded and run companies in 5 markets and 7 industries.** Excellent cultural intelligence on a global scale, high levels of problem-solving, data-driven and analytical skills.

I thrive in uncertain situations, while managing change & high growth. As an entrepreneur & founder I have unique experience in greenfield project, building companies’ & teams from zero to high profits operational levels. As a business developer & optimizer I have directly recruited, developed & managed up to 120 people, leading them to superior performance & high company profitability levels. As a differentiation strategist I have created multiple products, including a product category, all ahead of time, in global market. As an Industry 4.0 end-to-end specialist I have successfully supported government, industry and academia for successful transition and transformation into the new industrial revolution.

PERSONAL PROFILE

Years of Experience:

Over 2 decades in entrepreneurship, business management, product development & optimization, differentiation strategy & Industry 4.0 (end-to-end).

Education:

- **PhD Candidate, [University of the Aegean](#)** – “Technology Acceptance Methodology for Industry 4.0, SMART & Immersive Technologies Transition”
- **Global Executive MBA ([OneMBA](#))**, Rotterdam School of Management (RSM) and 5 more leading global universities, The Netherlands.
- **BEng (Hons) in Aeronautical Engineering**, City University of London, UK.
- **Helicopter Flight Engineer**, Hellenic Army Aviation, Greece.
- **Private Pilot** (PPL – CAA), Britannia Flight School, USA.

Additional Training & Development:

- **AI Prompt Engineering** - PhD research.
- **Industry 4.0 best practices** (end-to-end) - GRP Mexico & xintrix S.R.L.
- **Innovation Management** - ecocarspa, Mexico.
- **Strategy Differentiation**, EGADE University, Mexico.
- **Business development** - Appcogroup International (50+ Seminars in Best Business Operational Practices, Sales & Management, Leadership Training, Train the Trainer, Executive coaching, UK, the Netherlands.
- **Social media branding & marketing** contribution, VKSapp, Canada & Greece.

Languages & Level:

Greek: Native
English: University & Business
Spanish: Business
Dutch: Basic Understanding

OTHER ACCOMPLISHMENTS

Innovation & Strategy:

- **Developing Tech. Transition Acceptance Methodology** - SMART & XR technologies.
- **Co-created new product category & product differentiation** - Industry 4.0 solutions.
- **Co-developed ‘augmented’ consulting services** - SMART manufacturing.
- **Created “microconsulting” methodology** - quick and agile solutions for VS & SME’s.
- **Invented “YS Bottle”** - achieved consistent effervescence quality in drinks, up to the last glass.
- **Achieved 2% efficiency increase** - in wind turbines, utilising Bernoulli principle.

Scholarship: Onassis Foundation Institute for Masters of Aerospace Engineering in Embry-Riddle Univ., USA.

Internship: Airbus Customer Support Services Division, - Offered four job positions, France.

SKILLS & COMPETENCES

Industry Knowledge:

Operations, Immersive technologies, Industry 4.0, sustainability, consulting, manufacturing, sales & marketing, aeronautical, travel & tourism, real estate.

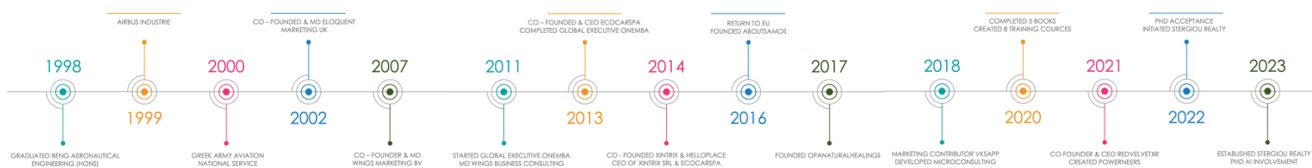
Process Knowledge:

Entrepreneurship, business & innovation management, product development & management, differentiation strategy (Blue Ocean), value innovation, performance management, profit & revenue growth, consulting, interim management, project management, Industry 4.0 end-to-end, internet marketing,

Systems Knowledge:

SMART Software Solutions (Industry 4.0 compatible).

EXPERIENCE



CEO & Co-Founder *RedVelvetXR* **Athens, Greece**

Nov. 2021 – Present

Red Velvet XR is creating Extended Realities Journeys. The company empowers organizations and developers who aspire to conquer Virtual, Augmented and Mixed Reality. It does this by offering tailor-made, end-to-end XR strategy, applications, & service industry-specific solutions.

Using an innovative approach Red Velvet XR supports 1) Transitions to Extended Reality, including Industry 4.0 specific demands, 2) Tailor-made XR applications and 3) Augmented services, Educational Partnerships. By combining over 20 years of global experience in consulting & business development, with XR & industry 4.0 best practices, RedVelvetXR enhances clients productivity and training capabilities, optimizes performance, promotes collaborative working, allowing engagement of customers efficiently, increase in revenues and cost reductions.

Currently, the company is in the process of securing its first international deal while having formulated partnerships with universities and collaborations with top developers and design firms.

Interim Executive at XINTRIX S.R.L. Monterrey, Mexico & Athens, Greece

**Mar. 2014 –
Oct. 2021**

Hand selected by partners to orchestrate entry into new market (Mexico & Americas). Built company from concept to realization, streamlining operational performance. Formulated and implemented entry into the market, strategy & marketing. Balanced short and long-term ROI needs, increasing profit margins by 40%. Orchestrated discussion with investors and clients securing contracts ahead of time. Responsible for webpage creation, internet marketing, sales & network.

Achievements:

- Created innovative new products, product category and payment models (3 new).
- Build new brand, webpage and internet marketing, reducing by 225% marketing costs.
- Identified unique financing savings of 70% to clients through government initiatives.
- Developed and implemented differentiation strategy leading to value innovation.
- Cultivated, coordinated and negotiated all internal and external strategic alliances, including private and governmental organizations and industrial groups.
- Raised partner company value by \$8M.
- Business case written by EGADE University on strategy & marketing approach created.
- Presented company to over 130 global OneMBA 2015 LATAM residency students.

Founder at [OPA Natural Healing Products](#) Samos, Greece

**May 2017 –
Present**

Created OPA as way to “preserving knowledge”, in the process saving knowledge of hundreds of years, about to be lost. Manufactured the product, developed the brand, marketplace, strategy and generated sales in local and foreign markets. Currently discussing with francizes for placing the product and expanding diversity of offerings.

Founder at www.aboutsamos.com Samos, Greece

**Mar. 2016 –
Present**

About Samos was created from scratch to differentiate and support the tourism growth of Samos. The site specializes in information, unique experiences and accommodation. The focus was on the empowerment of the local community while helping visitors of the island. Internet marketing & "micro-consulting" helped businesses differentiate, improve customer service, communicate effectively with clients reaching "best ever" levels.

Achievements:

- Formulated & implemented “Blue Ocean” strategy to achieving differentiation & value innovation.
- Aligned image, new brand, structure, and created webpage, internet marketing, sales, etc.
- Built company from concept to realization, streamlining operational performance
- Cultivated, coordinated and negotiated all internal and external communication, network, strategic alliances, marketing, financial, etc.
- Developed a holistic approach, for the local region’s development
- During summer 2019 we partnered with 30+ key businesses & offered quick business turnaround consulting support
- Currently, the number one site in Google searches about the island (30% of total island traffic 2020).

Marketing Contributor at [VKSapp](#), [Industry4.gr](#) & [Quora](#) Toronto, Canada & Athens, Greece.

**Mar. 2018 –
Sept. 2020**

Handpicked by both companies to contribute on Industry 4.0 related topics on US & EU market. Investigate market trends & client needs on a global scale. Published 10 Industry 4.0 related articles & blogs on LinkedIn, Quora & company site.

Achievements:

- One of Quora’s top Industry 4.0 knowledge contributors.
- Over 1000 follower and readers of my articles in LinkedIn.

Managing Director & Co-founder at ecocarspa Monterrey, Mexico

**Sep. 2013 –
June 2016**

Built operations from zero to 12 people, 8 locations, 1500 B2C & 12 B2B clients. Created brand, marketing and strategic approach, defining key target audiences. Orchestrated business processes and managed day to day operations.

Achievements:

- Doubled size of the company every year, for 3 years in a row.
- Increased staff performance by over 30% & raised profitability by over 60%.
- Differentiated company from competitors, leading to new business opportunities.
- Increased workers' turnover by over 200% from the industry standard.
- Created training programs, ensuring optimal quality (sales and customer service).
- Improve customer satisfaction by over 20% and achieved 40% product cost reductions.
- Presented company to clients, investors and strategic partners. Won start-up award.
- Delivered 32M liters savings of water in Nuevo Leon region, Mexico.

Managing Director & Partner at Wings Consulting & Business Development, Monterrey, Mexico

**Oct. 2011 –
June 2013**

Built company from concept to realization and secured clients in Mexico. Managed operations, brand, marketing & strategic approach. Created all company processes & trainings.

Achievements:

- Achieved consulting success rate of over 90%.
- Client average profit improvements of over 30%.
- M&A client value raised by over 80%.

Managing Director & Founder at Wings Marketing and Management Training BV, Rotterdam & Den Haag, Netherlands

**Mar. 2007 –
May 2011**

Managed daily operations, including recruitment, administration, people and sales. Supported growth of operations to 8 locations and expansion to Belgium. Trained all trainers of the EU training academy and streamlined training processes. Managed South Holland territory. Trained Rotterdam location in the field (D2D) & in-house. Created all company processes & trainings.

Achievements:

- Delivered over €25M worth of sales to clients (B2C energy & security).
- Initiated new sales division (B2C events) in the Netherlands.
- Increased newcomers' performance by 20% and retention by 35%.
- Achieved 65% office growth, 143% sales growth and 12% quality improvement.
- Training materials & processes created became "Best Training Practices" in Benelux.
- Office reached number 1 in sales volume across 180 EU offices, within 6 months.
- Office became 3 most profitable Dutch offices for over 12 months on a row.
- Office received 37 awards on sales growth, business development & team building.

Managing Director & Founder at Eloquent Marketing UK Ltd, London & Luton, United Kingdom

**Feb. 2002 –
March 2007**

Learned D2D sales, recruitment, sales and "trainer the trainer", training practices. Built office from zero to full operational level, personally training whole office. Responsible for daily company operations, ensuring expansion into two new locations.

Achievements:

- Office reached multiple times top 3 performers in the UK (out of 132 offices).
- Delivered over £32M worth of sales to clients (B2C energy).
- Invited to over 30 local & global "Rising Star & Best Practices" meetings.
- Office received 42 awards on sales growth, business development & team building.
- Invited to support the country head of Benelux with expansion.