

# ***CURRICULUM VITAE***

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## **PERSONAL DATA**

Date of Birth: 31 / 8 / 1966

Nationality: American / Greek

## **EDUCATIONAL QUALIFICATIONS**

1989 – 1990	London School of Economics and Political Science, London M.Sc. in Social Psychology
1986 – 1988	Boston University, Boston. Ma (transfer) B.A. in Psychology
1984 – 1986	Loyola University, Chicago, Ill.
1972 – 1984	American Community Schools, Athens, Greece

## **EMPLOYMENT HISTORY AND EXPERIENCE**

2004 – present      **CIVITAS – Project Director**

1992 – 2004      **RESEARCH INTERNATIONAL HELLAS, Athens**

**2001 – present    Research Director (Client Service)**

- Responsible for unit's strategic planning and business development
- Responsible for research unit's financial planning and review

**1999 – 2001      Branding Director (R.I.Qualitatif)**

- Responsible for all projects related to branding issues
- Team management / Directing project teams
- Provided senior support and guidance on project related issues
- Full working member of the RIQ top management team
- Placed emphasis on ensuring that the service provided to the Client was of a high standard
- Recruitment of RIQ staff for all levels

**Senior Research Executive (R.I.Qualitatif)**

- Full responsibility for setting, managing and running projects
- Delegating appropriate tasks to more junior staff
- Coached and trained junior staff

**Consultant Psychologist (R.I.Qualitatif)**

- Concerned with the day-to-day running of a project
- Development of all skills related to qualitative research and in particular Client handling and analytical skills
- Developing experience of in-depth interviewing and moderating group discussions

1990 –1991      **M.R.B Hellas**

- Initial training for qualitative research.

## **TEACHING / SEMINARS GIVEN**

- November 2003  
- present      **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCE – Athens**  
Department of Communication, Media and Culture  
Laboratory for Advertising and Public Relations  
  
**Guest Lecturer** - Advertising and Gender course
- November 2003      **Federation of Hellenic Food Industries**  
  
**Speaker** – *Presentation of research results concerning the Research International Observer (RIO) Study on “Global Brands at the Cross-Road: How to Balance the Global – Local Dilemma”*
- November 2001      **DIKTIO (The Hellenic Network for Corporate Social Responsibility)**  
  
**Speaker-** *Presentation of research results concerning Corporate Social Responsibility matters in Greece*
- November 2001      **Unilever Marketing Conference**  
  
**Speaker** - *‘Brand -Consumer Relationships’*
- June 2000      Athens University of Economics and Business  
*‘Knowledge Management: Unlocking the True Potential of Your Organization’ (executive seminar)*
- February 2000      **Research International Qualitatif Client Event – Athens**  
*‘Brand Value...The Road Less Traveled’*  
  
**Speaker** – *‘Brand Seeks Relationship’*
- November 1999      ESOMAR – Worldwide Qualitative Conference – Athens
- June 1999      **Greek Institute of Marketing (E.I.M).**  
*‘Brands and Branding’ Seminar – Athens*  
  
**Speaker** – *‘The Consumers of the New Millennium and Their Brand Relationships’*

September 1997	Research International Qualitatif Client Event – Athens 'What's New in Qualitative Research'
1995	<b>Speaker</b> – <i>New techniques regarding qualitative research</i> ESOMAR Qualitative Congress – Amsterdam, Holland
1993	Research International Qualitatif Client Event – Athens  <b>Speaker</b> – <i>'Concept Factory'</i>
1994 – 2002	Attended Research International Qualitatif conferences regarding developments and trends concerning qualitative research.

### **Corporate Social Responsibility Seminars / Forums (attended)**

May 2001	<b>'Sponsorship – The Corporation and Society' – Athens</b>  Federation of Greek Public Relation Companies
November 2001	<b>'Corporate Social Responsibility in Greece' – Athens</b>  DIKTIO (The Hellenic Network for Corporate Social Responsibility)
May 2003	<b>'The Next Step in Management. Social Responsibility – Trust and Competitive Advantage' - Athens</b>  14 <sup>th</sup> Annual Conference – The Association of Chief Executive Officers
October 2003	<b>Corporate Social Responsibility, On the Way to Total Responsible Management – Brussels</b>  Common Interest Day - EFQM
March 2004	<b>Introduction to the Principles and Methodologies of Corporate Social Responsibility – Athens</b>  Hellenic Management Association (EEDE)
March 2004	<b>International Forum on Corporate Social Responsibility. 'Anchoring a Profitable and Sustainable Future' – Athens</b>  The Economist Conferences

## **EXPERIENCE IN MARKET RESEARCH**

Experience in Qualitative research in:

- Concept Development
- Package Development / Evaluation
- Branding and Image
- Corporate Affair Issues / Corporate Identity
- Corporate Social Responsibility Issues
- Product Testing
- New Product Development
- Employee Surveys
- Business to Business Studies
- Usage and Attitudes Surveys
- Category Management

In the following product fields:

- Detergents
- Banking and Financial products
- Alcoholic Drinks
- Cigarettes
- Personal Care products
- FMCGs

For the following major clients:

- ATHENIAN BREWERIES
- DIAGEO
- ELAIS
- HSBC
- KRAFT JACOBS-SUCHARD
- PERNOD RICARD
- PHILIP MORRIS
- SC JOHNSON & SON
- VODAFONE
- UNILEVER

## **RESPONSIBILITIES & ACHIEVEMENTS**

- Has structured and conducted research and consulted upon findings, PHILIP MORRIS HELLAS AND DIKTYO (Hellenic Network for Corporate Social Responsibility) for issues related to corporate social responsibility.
- Has organized and conducted research concerning corporate identity matters for Clients such as SHELL HELLAS
- Has structured and conducted research and consulted upon findings, PHILIP MORRIS HELLAS, and their respective advertising Companies throughout the development of communication, as well as brand equity, involving major brands such as MARLBORO and PHILIP MORRIS.
- Has structured and conducted research and consulted upon findings, PERNOD RICARD HELLAS, and their respective advertising Companies throughout the development of communication, as well as brand equity, involving major brand such as Chivas Regal.
- Has structured and conducted research and consulted upon findings, UNILEVER LOW SUDS and HOUSEHOLD CLEANING PRODUCTS, and their respective Advertising Companies, throughout the development of communication involving products such as SKIP, RADION, KLINEX, DOMESTOS.
- Has organized, conducted and followed international co-ordination research for Clients such as UNILEVER.
- Has structured and conducted research for UNILEVER HELLAS, ELAIS and RESEARCH INTERNATIONAL, for the implementation of Total Quality Programs and employee surveys
- Has structured and conducted research and consulted upon findings, KRAFT JACOBS-SUCHARD, and their respective advertising companies, for pack development of their major brands
- Has trained qualitative researchers on all aspects of qualitative research
- Has trained research executives on qualitative research, as well as Client handling and consulting.

## **LANGUAGES**

Greek (Excellent) English (Excellent)

## **COMPUTER SKILLS**

MS OFFICE 2002 Office XP