



# Iphigenia Paparoussi

Leadership Consultant | Tech entrepreneur

Eager to offer my experience to entrepreneurs, free lancers and coprorate executives

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## SKILLS

strategic thinker

complex problem solver

fearless in sales

transformational negotiator

tech and data savvy

## WORK EXPERIENCE

### Managing Director -Founder

#### Leaders Lab | Disruptive Leadership Development

07/2012 - Present

Thessaloniki

Learning and Development Company

Achievements/Tasks

- create, market, sell and deliver leadership long term training programs to CEOs, entrepreneurs and corporate executives. Generated leads and got a "yes" for more than 500 personal 30 minutes pitch meetings with decision makers.
- trained in Germany, France, Spain, Greece and US to identify limiting beliefs of participants and shift their mindsets to empowering beliefs that lead to their success
- specialized in Transformational Leadership, Cognitive Behavioral Therapy, Systemic Analysis and Transactional Analysis, applied in entrepreneurship, negotiations and sales
- created educational material of 12 hours short videos with 107 global experts including Jim Collins, Steward Diamond, Tony Alessandra, Jack Zegner, Ken Blanchard, that present 244 most effective hands-on techniques for effectiveness, productivity, and profitability in business
- personally coached more than 182 top executives and entrepreneurs; that created 627 success stories and financial benefits that equal 22,8 Return On Investment.
- digitally transformed the sales and clients onboarding process with videos, eshop, testimonials, chatbots and social media campaigns to eliminate sales costs and expand Europe-wide.
- support and guide clients in areas of marketing, strategy, recruiting, negotiations, new business development and more
- clientele includes: Hellas Gold, Singular Logic, Europaiki Pisti, Sonoco, Eurimac, Plastika Kritis, Interworks.cloud, Hatzopoulos, Grecian Magnesite, Choutos catering, The Luxury Hotels, Karatarakis hotel group, Creta Maris-Metaxas hotel group.

### Managing Director -Franchisee

#### Crestcom International

10/2009 - 07/2012

Thessaloniki

Learning and Development Company

Achievements/Tasks

- launched Crestcom's leadership program in the Greek market, by generating leads from networking and cold calling.
- attuned Crestcom's training way for Greek market; added personal coaching, measureable action plans, and premium hospitality.
- named as one of the most "charismatic" trainers of Crestcom, world wide.
- created massive Return of Investment for clientele; received numerous recommendation letters by clients, some of them were published worldwide
- from scratch, launched Crestcom in the Albanian market, generated leads and completed B2B sales

### Managing Director -co founder

#### Chabanel

10/2002 - 12/2006

Thessaloniki

personal beauty services for men and women, delivered in customers' homes

Achievements/Tasks

- created the concept, recruited the people, created the advertising leaflet, served the clients through phone, organized the logistics for the staff to serve the clients

## WORK EXPERIENCE

### Marketing Manager

#### Northern Greece Publishing SA

11/2001 - 02/2002

Thessaloniki

*Publishing Company (Newspaper Aggelioforos)*

*Achievements/Tasks*

- created advertising briefs, led and motivated the in-house graphics designers to deliver print advertisements.
- analyzed extensive statistical data for identifying segments of the newspaper audience.
- identified needs and organized training programs for 70 employees of different needs, backgrounds and working schedules.

### Trade and B2B Marketing Executive

#### Minerva Edible Oils SA

02/2000 - 02/2001

Athens

*Achievements/Tasks*

- planned and executed tailor made activities according each Super Market profile, ie. utilized the distribution channels to consumers to increase company's market share, by identifying the appropriate time and gift to give away.
- analyzing and recording the competition map for the sales force; acted upon it for having a competitive edge.
- trained promoters and supervised their in-store sales promotions.
- led the re-packaging design of the industrial product line; led and supervised the web design for the industrial product line.
- organized and hosted the annual evening social event with company's representatives in Greece.
- extensive hands-on experience on budget planning and controlling.

### Sales Representative for Food Service (catering products)

#### Nestle

05/1999 - 08/1999

Crete

*Achievements/Tasks*

- B2B direct sales of catering products to existing clientele; introduced new catering products

### PRODUCT MANAGER for Services of Cash Cards & ATMs

#### EFG Eurobank -Headquarters

1998 - 1999

Athens

*Achievements/Tasks*

- guided, organized and supervised the reengineering of the ATM screens to become more user-friendly, at a time that ATM screens were plain text, in green font. Managed and led successfully three IT groups of stakeholders. Delivered the project ahead of time.
- created, planned and organized an "Instant win" promotion to increase ATM use. Contacted consumer goods companies to sell and negotiate barter agreement of advertising space on ATMs receipts for giveaway gifts to customers. Completed successfully a business deal with Sony and Virgin Megastores.
- trained and supervised 40 promoters to assist customers to use ATMs, instead of waiting at the queue for the counter.
- briefed and supervised the advertising agency to create product-leaflets, that were distributed in branches and enclosed in customers mailing.
- analyzed statistical data about the use of cash cards and ATM network, to identify opportunities to increase the use of ATMs.

### Sales Executive

#### Bell Atlantic

1998 - 1998

Athens

*Achievements/Tasks*

- door-to-door B2B sales of advertising space to small and middle size companies at Plateia Attikis area.

### Marketing Executive for Coca-Cola Group

#### Hellenic Bottling Company (3E) -Coca Cola

1996 - 1997

Athens

*Achievements/Tasks*

- supervised the continuous rejuvenation of the packaging of each item of the product range.
- developed numerical models for distributing the promotional quantities; estimated opportunity costs for each campaign.
- supervised the promotional campaign at Volos city and seashores, including a filming crew.
- participated in briefs and meetings with advertising agency for developing TV campaigns.

## WORK EXPERIENCE

### Graduate Trainee

Hellenic Bottling Company (3E) -Coca Cola

1995 - 1996

Athens -Thessaloniki

*Achievements/Tasks*

- planned, conducted and presented regression statistical analysis for "Influence of external factors to sales of Frulite products".
- merchandiser of 20 sales points per day in Petroupoli and Liosia. Achieved 8% increase of cooler marker share in her area.
- gathered and analyzed the Headquarters operational costs. Recipient of her work, among others, was the CEO, Mr Komninos.

### Operations Assistant

ELDIPA D.Paparoussis Ltd (family Business)

1989 - 1993

Thessaloniki

*Import and trade food company -Among others, exclusive distributors of MEVGAL and Uncle Stathis for confectionaries*

*Achievements/Tasks*

- assisted all business negotiations conducted in English; responsible for typing all correspondence in Greek and English.
- participated in dozens of exhibitions in Greece and Germany for identifying new ventors and clients
- extensive interaction with banks and public offices; hands-on knowledge of Greek and European banking.
- in 2001, successfully negotiated the end of a legal conflict & achieved 5 digit compensation for the company

## VOLUNTEER EXPERIENCE

### President of Board (elected 3 times)

Alumni Association of the American College of Thessaloniki

2003 - 2009

Thessaloniki, Greece

*a non-profit organization of 2,000 members*

*Tasks/Achievements*

- initiated and supervised the legal completion for the creation of the association; enriched the alumni database by 25%;
- identified sponsors, planned and organized 21 social events with 2,800 guests, that resulted treasury increase by 7 times.
- created and formulated lobbying strategies for the recognition of the ACT degrees by the Greek State.

## EDUCATION

### Master's in Data Science with Artificial Inteligence

The American College of Greece

05/2022 - Present

On line, Athens, Greece

### Master's in Business Administration

University of Hartford, Connecticut, USA

1993 - 1994

Paris, France and Hartford, USA.

### Bachelor of Science in Business Administration

American College of Thessaloniki

1989 - 1993

Thessaloniki, Greece

## ACADEMIC & COACHING EXPERIENCE

Corporate Trainer - Business Coach (2002 - Present)

*Creating and delivering training topics on sales for Top Training, Hellenic Management Association (EEDE), RE/MAX, Anadeixi, AA Training.*

tttec (former rogenSi), Speak-First, Hemsley-Fraser (2013 - Present)

*Consultant -Corporate trainer in Greece, Cyprus and Albania.*

The American College of Thessaloniki (2003 - 2005)

*Instructor of "Marketing Research" course.*

New York College, Thessaloniki (2002 - 2003)

*Instructor of "Small Business Management" course.*

City College, Thessaloniki. (2002 - 2002)

*Instructor of "Sales Management" course.*

IEK Omiros, Athens. (1999 - 2000)

*Instructor of "Business Strategy" course.*

## LANGUAGES

**Greek**

*Native or Bilingual Proficiency*

**English**

*Full Professional Proficiency*