



Iphigenia Paparoussi

Entrepreneur -Senior Leadership Consultant

Eager to return to corporate world and to undertake C level position

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📍 Thessaloniki, Greece

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SKILLS

complex problem solver

transformational negotiator

skilled influencer

fearless in sales

advanced analytical skills

WORK EXPERIENCE

Managing Director -Founder Leaders Lab

07/2012 – Present

Thessaloniki

Learning and Development Company

Achievements/Tasks

- develop, market, sell and deliver leadership training programs to CEOs, Entrepreneurs and Corporate Executives in Thessaloniki and Heraclion. Generated leads and got a "yes" for more than 500 personal 30 minutes pitch meetings with decision makers.
- skilled trainer for mindset shifting and beliefs change. experienced to use methodology of cognitive behavioral theory, transactional and systemic analysis, for mindset shifting.
- utilizes external research and global bibliography to determine key trends in leadership skills development for creating 24 thirty minutes videos that include 224 up-to-date, effective and practical leadership techniques, that meet corporate needs of Greeks.
- personally coached CEOs, corporate managers and freelancers on their strategy, operational and leadership challenges; Till now, 168 participants created 627 success stories and financial benefits that equal 22,8 return on their investment.
- visioned, designed and led the digital transformation of the sales procedure with self videos, eshop, clients testimonials, chat boting and social media campaigns, to eliminate sales costs and expand nation-wide.
- skilled trainer for mindset shifting and beliefs change.
- Inticative clientele: Hellas Gold, Singular Logic, Europaiki Pisti, Mediterranean Palace, Sonoco, Eurimac, Plastika Kritis, Creta Maris.

Managing Director -Franchisee Crestcom International

10/2009 – 07/2012

Thessaloniki

Learning and Development Company

Achievements/Tasks

- launched Crestcom Leadership Program in the Greek market, by generating leads from fearless networking and cold calling.
- attuned Crestcom's training way for Greek market; added personal coaching, measureable action plans, and high end hospitality.
- named as one of the most "charismatic" trainers of Crestcom, world wide.
- created massive Return of Investment for clientele; one of the recommendation letters she received in 2012 is still presented on front page of Crestcom's global website, among the best ones world-wide.
- launched Crestcom in the Albanian market, generated leads and acted on direct selling, by driving herself to Tirana.

Managing Director -co founder Chabanel

10/2002 – 12/2006

Thessaloniki

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

Achievements/Tasks

- recruited the people, created the advertising leaflet, handled telephone calls and organized the logistics to customers' homes

WORK EXPERIENCE

Marketing Manager

Northern Greece Publishing SA

11/2001 – 02/2002

Thessaloniki

Publishing Company (Newspaper Aggelioforos)

Achievements/Tasks

- created advertising briefs, lead and motivated the in-house graphics designers to deliver better looking 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.
- lead the re-packaging design of the industrial product line; lead 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

- served and completed 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

- reengineered the ATM screens to become more user-friendly, at a time that ATM screens were plain text, in green font. Managed and lead successfully three strong minded IT group of stakeholders that were talking with non-understandable acronyms. Delivered the project flawless and ahead of time. The screen routine is used till the present.
- planned and lead an "Instant win" promotion to increase ATM use. Contacted consumer goods companies to negotiate barter agreement of advertising space on ATMs receipts for giveaway gifts to customers. Made 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 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

Coca Cola -Hellenic Bottling Company

1996 – 1997

Athens

Achievements/Tasks

- oversaw the rejuvenation of the packaging, that took place every 3-5 months for each product item.
- developed numerical models for distributing the suitable promotional quantities; estimated opportunity costs for each campaign.
- lead and supervised the promotional campaign at Volos city and seashores, including a filming crew.
- joined all meetings with advertising agency for developing TV campaigns.

WORK EXPERIENCE

Graduate Trainee

Coca Cola -Hellenic Bottling Company

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 in all business negotiations conducted in English; responsible for typing all correspondence in Greek and English.
- participated in dozens exhibitions in Greece and Germany to identify new vendors and create new business deals with clients.
- extensive interaction with banks and public offices. By the age of 22, had hands-on knowledge of Greek and European banking.
- in 2001, successfully negotiated the end of a legal conflict with a vendor & achieved a 8 digit drachma compensation for her family.

VOLUNTEER EXPERIENCE

President of Board (elected 3 times)

Alumni Association of American College of Thessaloniki (ACT)

2003 – 2009

Thessaloniki, Greece

Tasks/Achievements

- lead the legal procedure 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 increase of the treasury by 7 times.
- created and formulated lobbying strategies for the recognition of the ACT degrees by the Greek State.

EDUCATION

Master's in Business Administration

University of Hartford, Connecticut, USA

1993 – 1994

Intensive Program in 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 (EEDA), RE/MAX, Anadeixi, AA Training.

ttec (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