

PETROS BOUCHORIS
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Academic teacher and executive with rich international professional experience in marketing management, business development & brand management. Reach experience in training executives from all over the world in an online and offline environment through my collaboration with EU Business School, and City Unity College

ACADEMIC EXPERIENCE

Online Campus, EU Business School *2018-Present*

Lecturer in "Marketing Management", "Strategic Marketing", "Analytical Marketing", "Advertising, Media & Branding", "Marketing Research", "International Luxury Brand Management", "Supply Chain Management", "Sports Marketing & Sports Management", "Global E-commerce Trends" in MBA&BBA programs.

Cardiff Metropolitan University (Alpine Center / City Unity College)

Instructor in "Managing Digital Channels", "Global Marketing in a Digital World", "Marketing Research", "Marketing for Hospitality & Tourism", "Strategic Business Project", "Entrepreneurship" and "HR Strategy and Professional Practice"

Department of Business Administration, Hellenic Open University *2015-Present*
Adjunct Lecturer in "Marketing" & "E-commerce & Entrepreneurship"

M.B.A, CIM, Hellenic Management Association *2016-Present*

Instructor in "CIM: Digital Experience", "E-commerce", "Strategic Management & Business Plan" and more

University of Northampton (DEI College) *2018*

Lecturer in "Strategic Management", "Organizational Behavior", "Strategic Management" and "Entrepreneurship"

Department of Business Administration, University of West Attica, Athens *2017-2018*
Adjunct Lecturer in "Marketing of Wines & Beverages"

Department of Business Administration, University of Piraeus *2013*
Adjunct Lecturer in "Planning and Design of E-commerce"

School of Education, National University of Athens *2008*
Teaching Post Graduate course "Strategic Management in Education"

Department of Business Administration, University of West Attica *2002-2005*
Adjunct Lecturer in "Special issues in Marketing"

PROFESSIONAL EXPERIENCE

Research Connect *12/2020-Present*
Cofounder of a Consumer Insights & Marketing Intelligence platform bridging academic research to real business problems a

Travelling Experiences | RunninGreece (Online Travel Agency & e-marketplace)

Founder, Managing Director *05/2017-09/2020*

Founded an Online Travel Agency and web platform "RunninGreece.com" capitalizing on consumer trends towards running and well-being. Using data analytics from over 120,000 participants to running & endurance events, provided relevant insights to sponsors and event organizers while continuously update product & services offering based on consumers' needs & behavior. Introduced several innovative concepts such as digital starting packs, sponsored experience sharing, wellness corporate services and more. Collaborated with companies such as Nestlé, Nike, WIND, TITAN, and more. Own and allocate the marketing budget towards the channels with the highest short- and long-term ROIs to maximize both top and bottom line. He managed and optimized all digital channels such as Google and Facebook Ads, YouTube and more, and executed all SEO related activities. Develop the overall company strategy and build the company's brands through marketing and PR efforts

Nestlé Hellas S.A

Business Development Manager (Cyprus, Albania)

09/2015-05/2017

Managed three different distributors' teams of 3-15 people in two markets. Restructured the Nestlé Nutrition business in Cyprus and regained leadership. Responsible for the development and coordination of both the offline and online marketing plan. Relaunched the Nestlé Nutrition business in Albania, developing all procedures in operations, marketing, sales and business development securing compliance and performance and safeguarding Nestlé FTSE4Good status. Acted as a WHO Compliance Manager for Nestlé Hellas S.A.

Group Brand Manager

03/2010-09/2015

Managed a €20M business including brands such as KIT KAT, CRUNCH, NESTLE DESSERT, NESTLE, SMARTIES, NESQUIK, and more. Introduced several new concepts, brands and products identifying relevant consumer insights and managed the business towards sustainable profitable growth. Awarded for several social media campaigns and digital strategies. Managed a cross-functional team of nine managers and specialists. Closely worked with importing factories in the region (Sofia, York, Hamburg, Timisoara, La Penilla, Prividza) and coordinated several regional & international teams. Designed, developed and implemented marketing strategy and plan for all above brands in both offline and online environment, and both modern & traditional channels including e-commerce. Awarded for several digital campaigns and the digital presence of KIT KAT, CRUNCH & NESTLE DESSERT. Also awarded for contribution to Wellness, for "Doing less with more" and for the contribution to company's growth.

Consumer Insights & Marketing Intelligence Manager

01/99-02/2010

Managed the Consumer Insights & Marketing Intelligence department and act as the Consumer's Voice for the whole group, actively participating in the formulation of the market business strategy for all divisions and brands. Led the identification of consumer insights and business opportunities towards new product development, innovation/renovation, communication update and promotion plans. Initiated Shopper insights & Category development projects with leading retailers. Managed numerous consumer research projects including segmentation studies, cluster analysis, product test, tracking studies, pre/post-tests, social media listening and more. Led or participated in many international & regional projects and worked with all major international and national research suppliers and communication agencies. Closely worked with Nestlé Research Center (Lausanne) and various Product Technology Centers (Konolfingen, Orbe, York, Singen etc.) as well as R&D centers and Application Groups.

Certified as a *Consumer Insights Trainer* and moderated several Consumer Insights workshops in the region (Athens, Warsaw, Sofia etc.). Pioneer in both Shopper research, Social listening and implementing marketing research in the digital environment.

EDUCATION

School of Management, University of Piraeus

2001-2007

Ph.D. in "Business Strategies for E-commerce ventures". Focus on B2C commerce.

School of Management, University of Piraeus

1997-1999

Master in Business Administration (MBA), major in Financial Management

Diploma thesis "Evaluation of balanced mutual funds: the case of the Greek financial market"

National University of Athens, Department of Mathematics

1991-1996

Bachelor in Mathematics, major in Applied Mathematics

ADDITIONAL INFORMATION

- *Program Committee of the Annual ESOMAR Congress, "Odyssey 2010, The Changing Face of Market Research", Reviewer of the papers submitted, Chairman of the session, "Connecting the dots ...an integrated research approach: Fast track", Athens, 12 - 15 September 2010*

- *Publications:*

"Ecolabelling as a tool in environmentally friendly products positioning", (2nd International Conference in Applied Sciences and Economy, 2018, Tirana),

"Running events in Greece: key factors for strategic development of sports tourism in Greece", (13th IMIC Conference 2017 and the 5th Aegean University Conference, "Tourism: Trends, Prospects and Implications for

Enterprises and Destinations", 2017),

"Exploring underlying beliefs on youth entrepreneurship of higher education graduates in Greece", (5th European Conference on Innovation and Entrepreneurship, 2010, Athens),

"Measurement of the financial impact of CSR Programs: The case of Greek firms", (3rd International Conference on Accounting and Finance, 2010, Skiathos, Greece),

"Challenges and opportunities of Digital Strategy: The case of Marketing Strategy", (6th National & International HSSS Conference 'Systemic Approaches in Social Structures', 2010, Mitilini, Greece),

"Undergraduate Entrepreneurship Education in Greece", 12th Quality Management and Organizational Development (QMOD)-Quality and Service Sciences International Conference, 2009, Verona, Italy),

"The use of Web 2.0 technologies by Greek companies", (4th National HSSS Conference, 2008, Ioannina, Greece),

"Competitive Strategy of Greek E-Commerce firms", (1st National HSSS Conference, 2005, Tripoli, Greece),

"Evaluation of the competitive Strategy of Greek B- 2-C E-Commerce Firms", (1st International Workshop

"Contribution of marketing to the new economy", 2004)

- *Professional Memberships*: Member of ESOMAR, ACBSP, Hellenic Management Association (EEDE), Hellenic Institute of Marketing (EAM), Association of Hellenic Internet Users (EEXI), Hellenic Mathematics Society (EME). Founding member of Hellenic Investors' Association and the University of Piraeus Alumni.

- Certified Social Marketing Associate by the e-Marketing Association (2011)

- *Executive education seminars*—"Coaching", conducted by Nestle SA, Athens (03/2012), "Confectionery Workshop", conducted by Nestle SA, Vevey (03/2011), "Sensory Evaluation & Consumer Preference" by Nestle Research Center, Lausanne (03/07), "Consumer Excellence" by Nestle SA, Montreux (03/06), "Advanced Generating Demand", Vevey (03/06), "Consumer Trends for Action", Paris (11/05), "Consumer Insights" by Nestle SA, Vevey (10/05), "Innovation Learning, Creative Problem Solving", conducted by Dynargie Hellas (05/05), "Achieving Results with the Team: Mission Possible" conducted by Team Consulting (10/03), "Marketing & Sales at Nestle" ,by Nestle SA, Barcelona (03/03), "Management and Leadership Principles" conducted by Team Consulting (06/03), "Team Building" by Sporteam (09/01), "Negotiation Skills" by Alliances Educational Services (06/00), "Personal Quality and Effectiveness" by Team (02/00), "Nutrition I&II" by Harokopeio University (03/00), "Quality Awareness" conducted by Nestle QA (11/99).

- *Languages*: English (excellent: Cambridge Lower, GMAT Score: 610/09.97), French (very good: Certificat, Supérieure I), Greek (native).