

ALEXANDRA NICOLOPOULOU

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WORK EXPERIENCE

2003-present

INVEST n' GAIN Co.Athens

Partner/Owner

Company's core target is to provide its clients, on a free lance basis, customized qualitative research solutions for the pharmaceutical -health care and consumer goods industry including the provision of insightful and effective research recommendations.

Areas of Service:

- New product / new device evaluations
- Evaluation of new drug indications / new labeling claims
- Treatment algorithm reviews / competitive assessments
- Product positioning and launching
- Message testing / sales aid testing
- Advertising concept testing
- Customer satisfaction and mystery shopping studies

Therapeutic Areas of Expertise

- Oncology
- Neurology
- Hematology
- Endocrinology
- Cardiology
- Gastroenterology
- Gynecology
- Pain Management
- Infectious Disease
- Asthma
- Allergy

Main clients:

- Market Research Agencies:
 - *Medi- Mark:Market Research Agency exclusively oriented towards Pharmaceuticals and Health Care*
 - *GFK : Market Research company*
 - *Global Link: Consumer Research*
 - *IRI Hellas: Retail Audits and Consumer Research*
- The Grass Roots Group (affiliated partner)
- Jurlique International: Organic Cosmetics
- Nestle' : Milk Department
- CPW : Cereals

1994- 2003
MEDI -MARK Ltd.
Athens

Position :Psychologist
Responsibilities: Pharmaceutical Qualitative Marketing Research

1990 - 1994
A.C. NIELSEN HELLAS
Athens

Position : Client Service /Psychologist
Responsibilities : Consumer and Pharmaceutical Marketing Research

1984 - 1985
MACKAY CENTRE
Teaching and Research Center for Deaf Children
Montreal, Canada

Position: Special Educator
Responsibilities: Teaching and Educating through sign language

1982 - 1984
MIRIAM SCHOOL
School For Exceptional Children
Montreal, Canada

Position: Psychologist's Assistant
Responsibilities: Observing and teaching, severely disturbed autistic children

PROFESSIONAL MEMBERSHIPS - INTERESTS

- Member of the Panhellenic Association of Psychologists, Athens, 1990
- Member of the Hellenic Association of Pharmaceutical Marketing (EEFAM), Athens 2009

PROFESSIONAL TRAINING

- ◆ ***“8th” Panhellenic Conference of Pharmaceutical Marketing***
Hellenic Association of Pharmaceutical Marketing (EEFAM)
1-3 February 2012, Athens, Greece
- ◆ ***“7th” Panhellenic Conference of Pharmaceutical Marketing***
Hellenic Association of Pharmaceutical Marketing (EEFAM)
18-19 February 2010, Athens, Greece
- ◆ ***“5th” Panhellenic Conference of Pharmaceutical Marketing***
Hellenic Association of Pharmaceutical Marketing (EEFAM)
18-19 February 2006, Athens, Greece
- ◆ ***“2nd” Panhellenic Conference of Pharmaceutical Marketing***
Hellenic Association of Pharmaceutical Marketing (EEFAM)
18-19 February 2000, Athens, Greece
- ◆ ***“1st” Panhellenic Conference of Pharmaceutical Marketing***
Hellenic Association of Pharmaceutical Marketing (EEFAM)
30-31 January 1998, Athens, Greece
- ◆ ***“Measuring the Effectiveness of Advertising”***
European Society for Opinion and Marketing Research (ESOMAR)
December, 1992, Athens, Greece
- ◆ ***“The Pharmacist and the Pharmacy in Europe 1992”***
Panhellenic Pharmaceutical Association of Attica
June, 1992, Athens, Greece
- ◆ ***“Professional Selling Skills”***
A.C. Nielsen Hellas
January 1992, Athens, Greece
- ◆ ***“Presentation Skills”***
A.C. Nielsen Hellas
March 1991, Athens, Greece

EDUCATIONAL BACKGROUND

Institution: Concordia University, Montreal, Canada

Degree: *B.A. Specialization in Clinical Psychology and Minor in Special Education 1985*

Thesis: *“Sexual Abuse of deaf -mute girls”*

Institution: Center of Advanced Science Education, Athens, Greece

Degree: *GCE in Sociology, Biology and Economics, 1980*

Institution: Arsakeion, Female High School, Athens, Greece

Degree: *Apolytirion. 1977*

FOREIGN LANGUAGES - COMPUTER SKILLS

Greek (Native)

English (Fluent)

French, Bulgarian, (Communicational level)

Vast knowledge of MS Office, Window applications, Word, Excel, Power Point

PERSONAL INFORMATION

Date of Birth: 8.8.1959 ♦ **Place of Birth:** Athens ♦ **Marital Status:** Married, to George Makridimitris, Food Chemist and mother of two boys, born 1988 and 1995

♦ **Personal Interests:** Drawing and Reading

REFERENCES

Available upon request