

GEORGE MAKRIDIMITRIS

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1. WORK EXPERIENCE

2013-present

Matter-Lab (Naxos Greece)

Director

■ Key targets:

- To provide routine analytical results on the physicochemical and microbiological characteristics for wine, water, oil, soil, in order to improve the cultivation techniques and facilitate the agricultural production in the region of Cyclades
- To implement on ad-hoc basis the Haccp principles and Hygiene & Safety at work place in the local operating enterprises in order to improve their efficiency and become more competitive
- To establish a reliable reputation based on a state of the art laboratory, equipped with latest technology analytical instrument – contemporary methodologies and accredited accordingly
- To further explore the local production possibilities and support scientifically new initiatives targeting to promote “Naxian Tradition”

2011-2013

Invest n’ Gain Ltd (Athens Greece)

Partner

■ Key targets:

- To successfully launch in a Greek market the challenging international brands of Bruschettes Monetti, Fetuccine, Kubeti, Tornado (products of Ital Food Industry Ltd) in a very competitive salted snack industry
- To develop and well establish the proper distribution network for indulgent products nation wise, utilizing all channels of distribution i.e. key accounts, buying groups, special agents, wholesalers, ex-vans and retailers, in order to ideally present the brand and bring it closer to the potential consumers
- To train and enhance employees knowledge on the brand features, supporting distribution effort and seeking gradually to penetrate into youth segment of the society
- To maximize the effect of communication means, based on the given marketing budget and broaden the brand awareness level
- To meet end of the year financial results on EBITDA level and on n/w distribution, set by the production house and further explore market opportunities for the rest of company’s product portfolio

2009-2010

Hospital Athena SA (Timisoara Romania)

Management Consultant

■ Reporting to the President – Investor of the Company

■ Key Achievements:

- Over all coordination of company’s business development plan, supervise the finalization of substructure, secure the proper functioning of hospital’s clinics daily activities (Maternity, Operating Theatres, IVF, Polyclinic, Stem Cells Bank, Laboratories)
- Defined healthcare unit’s structure ‘modus operandi’ and established control links among them, recruited the key staff personnel based on the approved organogram and developed their Labor Contracts
- Confirmed the Purchasing Process and involved in the negotiation with the Bank for releasing the tranches of investment lease needed for acquiring the medical equipment (offers evaluation, selection and delivery terms)
- Personally involved as main key user of SAP ISH patient management program and ‘All in One’ Business Modules FI, CO, MM in Authorization Process from Ministry of Health. Participated on negotiation with doctors and approved agreements as permanent staff or external collaborators. Identified as well the main local suppliers for consumables and pharmaceuticals
- Commercial activities have been developed to promote Corporate Identity and P&L structure per activity has been finalized based on relevant cost centers

- Organized the “collaborators – doctors event” during the doctors recruiting stage and the “opening - day event” on inauguration date

2006-2009

Union of Agricultural Cooperatives (Naxos Greece)

Commercial Consultant

- Reporting to the board of directors elected from the first degree of cooperative organizations
- Key achievements:
 - Developed corporate strategy, upgrade products packaging, define brand positioning, establish marketing & sales structure, resume advertising & communication support of all dairy products (graviera, kefalotiri etc)
 - Setting up export activities through participation in international food exhibitions (Anuga, Sial)
 - Optimized the cows feeding scheme (sitiresio) and evaluating supplying resources of animal foods
 - Intensified planting of locally produced potato seeds, secured distribution network of eating varieties and confirmed the volumes sold

2004-2006

Jurlique Cosmetic International Ltd (Athens Greece)

Marketing Consultant

- Reporting to the owner and president of the company (Australian subsidiaries)
- Key achievements:
 - Developed commercial strategy, pricing policy, sales network to the pharmacies and monitoring the new products launch. Cost structure analysis and profitability levels are monitored at monthly basis

2004-present

Loumidis Vending SA (Athens Greece)

Technical Support

- Reporting to the management committee of the company
- Key responsibilities:
 - Establish and follow up the Vending Quality Standards on the placed AVM's, monitoring HACCP principles and Health & Safety at Work, implemented programs

2003-2004

The Grass Roots Group (London - Athens)

Partner

- Reporting to the regional VP of the company
- Key achievements:
 - Establish and run the affiliated company GRG Hellas, in order to support the international clients (Hageen Datzs, Dixon's, City Bank) and further develop the local ones (Millennium Bank, Toyota) with “employee's continuous improvement program”

2000-2003

Quality Management Services SA (Athens Greece)

Managing Director

- Reporting to the President - Retail Network Director of EFG Bank Group
- Key achievements:
 - Developed tailor made product packages and services, aimed to upgrade each client staff performance and to achieve business goals
 - The offered programs was making efficient use of learning techniques (academy) as well as measuring parameters (mystery shopping, customer satisfaction surveys) and the obtained results, directly related with the rewarding schemes, according to client's targets
 - The "People Performance Program" has initially implemented in Eurobank retail network and then has been introduced to other clients with adequate retail exposure (Neoset, Kotsovolos)

1995-2000

Nestle Sofia AD (Sofia Bulgaria)

Marketing Manager, Commercial Manager (Ex Patriate status)

- Reporting to the Market Head
- Key achievements:
 - Integrating company's profitability plan improving Market Share and Real Internal Growth, recovering overall company's performance from the financial crisis of 1996-7
 - Implementing the second big phase of investment project, since the acquisition of the confectionery plant
 - Initiating and establishing the new distribution system, covering the whole country, based on individual commercial targets for selected distribution partners
 - Securing business objectives of the biggest food company in Bulgaria (locally produced plus imported brands)
 - Leading and motivating the employees groups of marketing, sales force, sales administration, exports and warehouse of finished goods, total of 56 competed people

1989-1995

Nestle Hellas SA (Athens Greece)

Product Specialist, Brand Manager, Group Brand Manager

- Reporting to the Commercial Director
- Key achievements:
 - Managing Company's second biggest product portfolio, infant nutrition and milks group, aiming to improve profitability, increase factory's lines occupancy and facing the challenge to launch the new generation range of products, by exploiting all distribution networks, including (ATC's)
 - Optimizing the advertising investment and develop the milk corporate campaign, beside the individual brand ones in order to achieve the maximum synergy
 - Coaching a competent marketing team of four brand and two senior brand managers, a group of eleven medical delegates and a medical advisor

1987-1989

"Zographos" Dietetic Foods Industry SA (Piraeus Greece)

Product Developing Manager

- Supporting scientifically the dietetic features of fructose into diabetic and weight loss cycles and establishing its leading position in the Greek market
- Developing dietetic products for diabetics (jams, jellies, pastas, etc) as well as isotonic drinks in powder form for athletes. Isoton rtd version was the first isotonic product introduced into the Greek market
- Intensifying the development of new projects based on gluten free and artificial sweeteners concepts
- Lead a group of seven people, production, QA and reporting to Managing Director

1986-1987

"Veterin" Animal Pharmaceutical ABEE (Aspropirgos Greece)

Production Chemist

- Implementing the monthly production program of dry mixes, liquid injections and piles (animal medicine units)
- Responsible for developing and producing computer optimized booster mixes (animal feeding recipes).
- Helped to develop animal cosmetic products and brought up substantially the revenue
- Supervising the 3 production lines of 19 specialized employees, headed by 3 trained foremen, verifying the Company's GMP and reporting to General Manager

2. PROFESSIONAL MEMBERSHIPS - INTERESTS

- Member of the Greek Health Services Managements Association (GHSMA), Athens, 2009.
- Member of the Hellenic Management Association (EEDE), Athens, 2008.
- Member of the Association of Chief Executive Officers (ACEO), Athens, 2007.
- President of the Hellenic Vending Association (HeVA), Athens, 2006.

- Certified Inspector for hygiene and safe at work processes, Athens, 2005.
- Member of the Greek Management Chamber (EDE), Athens, 2002.
- Vice President of the Association of Advertisers in Bulgaria (BAA), Sofia, 1997.
- Member of the New York Academy of Sciences (NYAS), New York, 1997.
- President of the Association of Baby Food Enterprises in Greece (SEPTTE), Athens, 1992.
- Member of the Panhellenic Association of Food Scientists and Technologists (ELETET), Athens, 1986.
- Associate Member of the Canadian Institute of Food Science and Technology (CIFST), Montreal, 1985.
- Associate Member of the Institute of Food Technology (IFT), Chicago, 1984.
- Associate Member of the Journal of Food Scientists (J.of F.Sc.), Chicago, 1984.
- Member of the Hellenic Association of Food Technologists (PETET), Athens, 1981.

3. PROFESSIONAL TRAINING - IMPROVING KNOWLEDGE

- Financial Management of Health Care Units, Specialized Certification by CNAM, February to October 2010, Athens Greece
- Small Business Management Consultant, University of Athens, May to October 2005, Athens Greece
- Communication and Teamwork, Team Management Consultants Ltd., 7-8 September 2002, Athens Greece
- Finance for non Finance Specialists, Internal Nestle Seminar, 21-22 May 2000, Athens Greece
- Leadership Competencies, Team Management Consultants Ltd., 16-18 May 2000, Athens Greece
- Advanced Field Sales Management, Nestle International Training Center (Rive Reine), 16-28 May 1999, Vevey Switzerland
- Commercial Management Seminar, Nestle International Training Center (Rive Reine), 14-19 February 1999, Vevey Switzerland
- The Nine Essential Selling Tasks (NEST), Nestle Training Team & Meridien External Consultants. Three modules. Hotel Kremikovski, October 1998 to January 1999, Sofia Bulgaria
- Managing The Performance Appraised Process, Nestle S.A. Management Team, 16-18 September 1998, Sofia Bulgaria
- Nescafe Marketing Seminar For Emerging Markets of Eastern Europe, Coffee SBU and Zone Management, October 20th - November 5th 1995, Prague Czech Republic
- Role Reversal Seminar II, Gnomi FCB & Nestle Hellas, 02-09 May 1995, Chalkida Greece
- European Marketing Seminar II, Nestle International Training Center (Rive Reine), 08-22 November 1994, Vevey Switzerland
- Brand Management 2000, J.W. Thomson & Nestle Hellas, 08- 11 February 1994, Athens Greece
- Infant Nutrition Marketing Seminar, Infant Nutrition SBU & Nestle Research Center Lausanne, Nestle International Training Center (Rive Reine), 01-14 November 1993, Vevey Switzerland
- Role Reversal Seminar I, Gnomi FCB & Nestle Hellas, 11-15 July 1993, Chalkida Greece
- European Marketing Seminar I, Nestle International Training Center, 01-20 September 1991, Rashleys London
- Seminar on Niche Marketing, Frost & Sullivan, 14-17 November 1990, Athens Greece

4. EDUCATIONAL BACKGROUND

Institution: University of Paris, Conservatoire National des Arts et Metiers (CNAM), Athens, Greece

Faculty: Management of Health Care Units

Degree: *M.Sc. Gestionnaire des établissements médicaux et medico-sociaux. 2011*

Thesis: *“One Day Surgery. The optimal organizational structure model and their implication on the business results as an independent health care unit”*

Abstracts of the seminars given: *“Hospital marketing : time to step it up a notch”, “Quality Management in Healthcare and Social Welfare”*

Curricula: This post graduate program consists of six self-contained courses followed by the research paper. Such as: « organization of health care sector and financial policy for health I and II » the « management tools for health care units I and II » the « particular issues related with the application of management tools for health » and the « strategy of health care units ». The program has purely professional direction admitted by the National Register of Professional Certification in France (RNCP)

Institution: Mc Gill University, Montreal, Canada

Faculty: Agricultural Chemistry and Food Science

Degree: *B. Sc. Food Science. 1986*

Thesis: *“Oxidative Rancidity (autoxidation) in Edible Oils as Determined and Correlated by Thio Barbituric Acid (TBA) number and Peroxide Value (PV) test”*

Abstracts of the seminars given: *“Specialty Emulsifiers and the HLB value”, “Interesterification versus Hydrogenation”,*

“Attitudes to food irradiation”

Curricula: The courses are integrated to acquaint the students with food processing, food chemistry, quality assurance, analytical procedures, food products, standards and regulations. The program prepares the graduates for employment as a scientist in industry or government in regulatory, research, quality control, or product development capacities. Graduation qualifies one for membership in the Canadian Institute of Food Science and Technology.

Institution: Advanced Technological Educational Institute, Athens, Greece

Degree: *Degree of Food Technology. 1981*

Thesis: *“Size reduction and size separation mechanism establishment in food industry”*

Abstracts of the seminars given: *“Quality control analysis on orange juice production process”, “ Food Extruders used in*

food processing industry”

Institution: SELETE Technical Secondary School, Athens, Greece

Degree: *Diploma of Foreman Chemist. 1978*

Institution: Chalandri, Male High School / Lyceum, Athens, Greece

Degree: *Apolytirion. 1975*

5. FOREIGN LANGUAGES - COMPUTER SKILLS

Greek (native)

English (fluent)

French, Bulgarian, Romanian (communicational level)

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

6. PERSONAL INFORMATION

Date of Birth: 23.01.1957 ♦ **Place of Birth:** Kalamata ♦ **Marital Status:** Married, to Alexandra Nicolopoulou, Psychologist and father of two boys, born 1988 and 1995 ♦ **Military Services:** Hellenic Land Forces Feb 1982 - Dec 1983 ♦ **Personal Hobbies:** Viticulture, Horse Riding, Private Piloting - JAR-FCL1

7. REFERENCES

Available upon request