



**CEO CLUBS**  
International

> **FORUM**

March 20<sup>th</sup> 2014

15.00 - 20.00 hrs

**P E N T E L I K O N   H O T E L**

A man in a dark suit is seen from behind, holding up a large blue banner with white text. The banner is the central focus of the image, and the man's hands are visible at the top corners, gripping the edges of the banner. The background behind the banner is a dark, textured surface.

# THE NEW WORLD'S BETS

**PART I:**

MANAGING PARADOXES:  
EMBRACE OPPOSING FORCES

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**PART II:**

CULTURE'S ROLE  
IN ORGANIZATIONAL  
TRANSFORMATION



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**PART I:**

## **MANAGING PARADOXES: EMBRACE OPPOSING FORCES**

Leverage polarities. Practice polarity thinking. Whatever you call it, we all need to learn to get comfortable with opposing ideas, pressures and options - and know we don't get to pick either one or the other. We must embrace the truth of both.

More than ever before, senior leader today wrestle with the strategic and practical implications of priorities that appear to be in conflict - such as global vs. regional, rewarding the team vs. rewarding individuals, centralized vs. decentralized.

*Our distinguished panel of senior leaders share with you their experience of how a bigger, richer picture and a more expansive range of options awaits leaders who shun the over-simplicity of either/or thinking.*



**COORDINATOR:**

**Konstantinos Mavros,**  
*Managing Director @ Partner, Seed Innovative*

Konstantinos holds a Master degree in Finance from Imperial College London and has completed high level executive education programs in Harvard Business School.

He has significant and diversified experience in the fields of corporate finance and the broader energy sector. With a track record in cross sector activities Konstantinos is today the Managing Director of Seed Innovative, focusing in Cleantech and Technology international investments. He has worked in the past with Renault VI in Brussels and later joined Société Générale Bank, Intracom group in Athens, PINS Olympic Consortium for the Athens 2004 Olympic Games, Positive Energy group and Sense One Technologies in London.

He is an active member and holds key positions in several international professional and academic associations as Imperial College Management School Alumni Advisory Board, CEO Clubs Athens Chapter Advisory Board, Hellenic Economic Chamber and he has been a visiting lecturer at the Athens University International MBA program.



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## PART I: **MANAGING PARADOXES: EMBRACE OPPOSING FORCES**



### **SPEAKER 3:**

**Panagiotis Kambouroglou**, *CEO, ICTS*

Panagiotis Kambouroglou is the Regional Managing Director of ICTS Europe in Southeastern Europe and the Managing Director of ICTS Hellas, the leading company in Aviation Security.

Panagiotis holds a Law Degree from the Faculty of Law in Berlin and worked in different positions in Cologne, Brussels and Athens.

He is in the Aviation Business since 1996, specifically in the design, construction, operations and development of Airports and Aviation services in general.

He is a member and holds key positions in several professional Associations.



### **SPEAKER 2:**

**Eleni G. Tentou**, *Managing Director, Actelion Hellas*

Eleni Tentou is at the lead of Actelion Pharmaceuticals Hellas, as Managing Director since 2001 and the inspiration behind the establishment of the company in Greece.

She has a broad experience in Pharma industry management; including general management, business development, long term strategies, sales and marketing management in mass and blockbuster market, and in the biotech sector. She is also currently highly dedicated to the significant work done through the mentor program of Actelion, mentoring and sharing experience with perspective future company leaders.

Prior to her commitment with Actelion, she has worked as a Freelancer in the marketing field in the Pharmaceutical sector and has over 9 years of experience in sales and marketing management in Parke Davis & Pfizer. She has studied Pharmacy in the University of Athens and has continued her life-long learning journey with seminars in distinguished schools such as Harvard Business School and London Business School.



### **SPEAKER 1:**

**Dimitris Vidakis**, *CEO, Korres*

Athens born, Dimitris Vidakis, a Mathematics graduate with a Master in Science and a second Master in Business Administration, started his professional career in 1989.

He joined KORRES in 2011, from Coca-Cola Hellenic where he had started at the position of General Manager for Poland. In 2006 he became the General Manager for Coca-Cola, Tria Epsilon Greece and also the CEO for Tsakiris and ELXYM.

Prior to Coca-Cola Hellenic, Mr. Vidakis has worked for Unilever. During his 15 years with Unilever, he moved from the post of Managing Director for the Ice Cream division in Czech Republic & Slovakia, to a Regional Director for seven markets including Hungary, Croatia, Slovenia, Serbia, Russia, Slovakia and Czech Republic. His last post with the Group was that of the Managing Director for Ice Cream and Frozen Food in Austria. Among a number of professional awards, Mr. Vidakis has also received the Manager of the Year award in 2009 by the Hellenic Management Association.



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**PART II:**

## **CULTURE'S ROLE IN ORGANIZATIONAL TRANSFORMATION**

If culture is so important, why do companies manage it as an afterthought?

Drawing large body of research and practice we conclude that many executives apply change-management models that tack culture onto the end of a process, and that they focus too much on top-down communication and not enough on identifying specific behaviors that, when changed, will start to move a culture in the right direction.

If culture is not part of the process from the start, it will be the anchor that drags all transformational efforts to a halt – instead of what it can be, the wind in the sails moving forward.

***Our distinguished panel of senior leaders share with you their invaluable experience from stepping up to a new role, as leaders of their organization's thinking and behavior.***



**COORDINATOR:**

**Christina Alevizou,**  
*Country Manager, TNT*

Christina Alevizou has served as General Manager of TNT Express Greece, since 2007. She joined TNT in 1989 as an analyst; she soon progressed into senior roles in marketing and sales. During her tenure as Marketing and Sales Manager TNT Hellas became the fastest growing operator in the express transportation industry in Greece – an organizational capability she is determined to preserve, especially in these days, in her current role. She is a strong believer of the green footprint approach and a creator of innovative thinking as she feels that these are key drivers of sustainability and success in business.

Christina's first job was in advertising. She then moved to the finance sector of NatWest Bank. Her academic background is on Marketing and Business Administration. She holds a Master's degree in Media Management from Sterling University and a Postgraduate Certificate in Management and Business Studies from Warwick Business School.



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## PART II: CULTURE'S ROLE IN ORGANIZATIONAL TRANSFORMATION



### **SPEAKER 3:**

**Yiannis Vlontzos**, *Managing Director, Merck Hellas*

Yiannis is Vice the President of SFEE, responsible for Scientific and Regulatory Affairs of National Organization for Medicines. In addition, he is the Chairman of the Hellenic Biotech Association. Since 2004, he has been the Chairman of the Board and Managing Director of Merck S.A. Hellas, a company operating in the Pharmaceutical (Merck Serono) and Chemical (Merck Millipore) division. Prior to 2004, he was the Finance & Administration Director of Merck S.A. for several years and previously he was a Senior Executive of Financial Services in several large multinational corporations. Yiannis Vlontzos holds a Graduate Diploma in Business Administration from Athens University of Economics (ASOEE, 1980-1986) and a Postgraduate Diploma in Business Information Technology Systems, University of Strathclyde (Strathclyde Business School, 1986-1987).



### **SPEAKER 2:**

**Afroditi Arvaniti**, *General Manager, NJV Athens Plaza*

Afroditi Arvaniti with studies in Athens and Paris and a Master Certificate in Hospitality Management from the Cornell University she started her career with Horizon Travel, one of the best tourist offices with specialization in the congress tourism and incentives. Then she worked to the Hotel industry by taking over for 4 years the Sales Management & Marketing of Sofitel Capsis in Rhodes & Crete. She continued her career in January 2003 with Hilton Athens until July 2006 when she took over the Sales and Marketing duties for the Astir Palace Hotels Complex where she had the opportunity to initiate, plan and manage with success one of the most challenging projects in the Mediterranean. During the last 15 years, Afroditi worked and developed with success three new projects: The opening of the new convention centre at Sofitel Capsis Hotel in Rhodes, the re-opening of Hilton Athens and the Complex of Astir Palace Hotels under the new management of Starwood. Since June 2010 Mrs Arvaniti took over the position of the General Manager of the N.J.V. Athens Plaza aiming mainly to lead this prestigious hotel to new era.



### **SPEAKER 1:**

**Terry Seremetis**, *Managing Director, MARS Hellas*

Terry Seremetis started his career in Australia over 25 years ago. Having studied Marketing at UTS (University of Technology- Sydney) he went on to become a senior executive of many Multinational Companies including Campbell's Soup (Arnott's in Australia) and Sara Lee managing their Douwe Egberts Brand in both Sales and Marketing. Born in Greece, he left at the age of 6 and has been living in Australia for over 40 years. He has returned taking up the role of General Manager of Mars Hellas and is also the Chairman of the organization. Before his move to Greece he was active in Private Equity work after a successful period as CEO of a major Financial Services Organization in Australia and New Zealand (Aus. \$400M+) as well as managing a his own personal investments. Terry has returned to Greece for family reasons bringing his young family here and relishing the opportunity to work in a tough environment whilst working for a principled family company – Mars. He recently integrated the local Wrigley's unit with Mars Hellas bringing all the brands to life under one management structure. Terry also enjoys supporting not- for-profit organizations where he is active both here and Australia.



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## AGENDA

> 15:00 - 15:30	REGISTRATION
> 15:30 - 15:45	NEWS FROM CEO CLUBS GREECE
> 15:45 - 16:45	<b>MANAGING PARADOXES: EMBRACE OPPOSING FORCES</b>
> 15:45 - 15:55	Panagiotis Kambouroglou, <i>CEO, ICTS</i>
> 15:55 - 16:05	Eleni G. Tentou, <i>Managing Director, Actelion Hellas</i>
> 16:05 - 16:15	Dimitris Vidakis, <i>CEO, Korres</i>
> 16:15 - 16:45	<b>PANEL DISCUSSION</b> Coordinator: Konstantinos Mavros, <i>Managing Director @ Partner, Seed Innovative</i>
> 16:45 - 17:15	COFFEE BREAK
> 17:15 - 18:15	<b>CULTURE'S ROLE IN ORGANIZATIONAL TRANSFORMATION</b>
> 17:15 - 17:25	Yiannis Vlontzos, <i>Managing Director, Merck Hellas</i>
> 17:25 - 17:35	Afroditi Arvaniti, <i>General Manager, NJV Athens Plaza</i>
> 17:35 - 17:45	Terry Seremetis, <i>Managing Director, MARS Hellas</i>
> 17:45 - 18:15	<b>PANEL DISCUSSION</b> Coordinator: Christina Alevizou, <i>Country Manager, TNT</i>
> 18:15 - 19:15	CEO ROUND TABLE DISCUSSIONS
> 19:15 -	COCKTAIL RECEPTION



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