

DIMITRIS LIATIS

Curriculum Vitae

AREAS OF EXPERTISE

Marketing and Sales Management, Logistics



Personal Summary

Strong managerial background with senior level international experience and cross sector exposure.

Good strategic appreciation and vision, able to build and implement sophisticated plans with a proven track record explicitly supporting business needs.

Self driven and self reliant, sets aims and targets and leads by example, collaborative approach with good interpersonal skills to engage, motivate and encourage others through change.

Highly focused with a consistent track record of successfully delivering full lifecycle implementations to tight time scales and within budget.

Since June 2016 until Sep 2017

International Business Manager YALCO S.A.

Main brands: FEST kitchenware and IONIA porcelain and tableware.

Main countries and regions: European countries, Balkan region, Saudi Arabia, UAE, Bahrain, Qatar, Iran, Russia, Belarus.

International Trade Fair Participations: Ambiente Frankfurt, House Hold Moscow, The Hotel Show Dubai, House Hold and Appliances Tehran, Iran

Special Projects: Iran market expansion, Saudi Arabia distributor sales force training

Present Other Activities

International business Consultant VK premium consulting, ILF consulting
Specialized Seminar Tutor for Exports and International business EEDE
Thessaloniki, EQA Academy, Easy Seminars
Blogger: exportsexperts.blogspot.gr

Main Work Experience in Highlights

- **General Manager INART** sa Jun 2005-Jan. 2010 (www.inart.gr)

Inart SA: A Greek trading, high fashionable company in decoration market. Furniture, lightings, candles, vases, paintings, statues, figures, carpets etc. Turnover 12 million euro, profits 1, 2 million euro, number of items aprx. 35.000, (7.500 new items in annually base) Employees: 65 persons

Responsibilities and job description

Provide leadership vision to the company by assisting the board and staff with the development of plans.

Provide sales and marketing plans in homeland and overseas through salesmen, representatives, National and International Fairs, Customer service team and e-commerce.

Recruit, develop, evaluate and support company's human resources.

Create annually budget and plans.

Manage logistics and warehouse activities.

Audit finance and account actions.

Achievements

Created a leading company, increased sales 55% in 5 years, increased profitability up to 25%. Reorganized sales with a C.R.M. system in customer service team, Build a new logistic center 10.000 square meters, implemented a Warehouse Management System (Mantis) for warehouse activities.

- **General Manager Satco SA** Mar 2001 - May 2005 and New business development Manager Elgeka SA (www.elgeka.gr)

Satco SA.: A Greek trading and distribution company interest of ELGEKA SA Turnover 42 million euro, profits 5 million

Achievements

Increased sales 60% in 5 years, Increased profitability up to 35% .

Increased 100% the Gross Margin

Recruiting all departments Reorganized Delivery Routing System,

Reorganized IT department with ERP SEN.

Created a Trade Marketing System and a Traffic Building System

- **General Manager Mama Products sa Jun. 1996 – Mar 2001**
(www.mama.gr)

***Mama Products SA.:** A Greek trading and local distribution company
Local representative of Procter and Gamble, Mars, Delta, Tobacco and food
wholesale.*

Turnover 65 million euro, profits 6 million euro, number of items aprx. 9.000,

Employees: 75 persons

Responsibilities and job description

Working as the general manager in Mama Products SA. I was responsible for all aspects of human performance issues.

Negotiating legal contracts with suppliers.

Budgetary forecasting.

Developing detailed project plans

Producing informative, well-organized presentations for shareholders.

Chairing monthly meeting with Directors and Supervisors

Employee development, training, evaluation and supporting.

Providing sales, marketing plans in all markets.

Managing logistics and warehouse activities.

Achievements

Increased sales 200% in 5 years, Increased profitability up to 65% .

Created a new logistics center Build a new warehouse up to 7000 sq. Meters

Organized a new logistic system with robotic system.

Adapted a System in Activity Based Costing.

- **Marketing Director Sept 1991 – Mar 1996 Minerva sa underwear and lingerie** (www.minerva.gr)

***MINERVA SA.:** A Greek manufacturing and trading company , leader in
Greek underwear market .*

Turnover 12 million euro, profits 5 million euro, number of items aprx. 5.000,

*Company Employees: 380 persons Marketing Employees 8 prc Marketing
budget 650.000 euro*

Responsibilities and job description

Working as the marketing director in MINERVA SA I was responsible for plans, strategies and results in marketing and sales.

I was the director of the new product development department projects (Design and Sampling).

Negotiating contracts with advertising suppliers.

Advertising and public relation budgets and forecasting.

Market research budget

Developing detailed promotional and traffic building project plans

Responsible for all Product Management results.
Producing informative, well-organized presentations for members of the board and shareholders.
Providing sales, marketing plans in homeland and overseas.

Achievements

Increased market share up to 60% in 5 years, increased company awareness and main brand awareness up to 90%
Created a new business with new product line in Night wear Pyjamas market.
Creating a new product line extension with Walt Disney co.
Awarded in 1992 (Hellenic Advertising Companies Association) for the best Advertising Photography title MAN AND CHILD
Awarded for the best TV commercial (Corporate image campaign)
Participated as one of the team of directors in three corporate projects
a. Launching Minerva In Greek stock market 1995
b. Hey consulting job description and evaluation 1994-95
c. Joint venture with Eminence French company.

- **Marketing Manager Dec 1989 – Aug 1991 ELINA sa Komotini paper mill tissue paper (www.komotinipaper.gr)**

ELINA sa: *A Greek manufacturing and trading company in tissue market.
Turn over 20 million euro. Company employees: 190 persons*

Responsibilities and job description

Working as the marketing manager in ELINA SA I was responsible for plans
Strategies and results in marketing and sales
Negotiating contracts with advertising and market research companies and Suppliers.
Advertising and public relation budgets and forecasting.
Market research budget
Developing detailed promotional and promotion activities
Responsible for all Product Management results.
Producing informative, well-organized presentations for directors, members of the board and distributors.
Providing sales, marketing plans
Educating and training the company sales forces

Achievements

Increase market share up to 14% in 3 years, Increase company awareness and main brand awareness up to 40%
Created a new product line extension named OIKO.
Created annually advertising and promotional campaigns

Production Supervisor Jun 1986- Dec 1989 ELVE sa Fashion Industry

ELVE sa: *A Greek manufacturing and trading company in fashion industry
ELVE sa was the main manufacture of C&A German retail stores, Karlstad German retail stores and Makis Tselios Greek Designer.*

Supplementary occupations

- ***Shareholder Jan. 2010- Sep. 2015, Home Together ltd Gift and art trading***
- ***Logistic consulting Sep. 2015- Feb. 2016 Domissima SA specializes in the production of high quality chemical building materials***
- ***Retail consulting Apr. 1995 – Sep. 1997 Fokas department stores***
- ***Account executive director Jan. 1990- June 1990 F&G advertising company***

Academic Qualifications

- High National Diploma in Marketing Management (U.K. Institute of Marketing 1982)
- Certificate in Commercial Communication (CAM Foundation 1981)
- Advance Certificate in Advertising (American Advertising Association 1981)
- Cobol, Fortran (Perking Elmer1982) ,
- Certificate in Managerial Grid Intersystem(1987)
- Financial Management (Hellenic Management Association 1992)
- Advanced Based Costing (Planning 1998)
- Sales Management (Hellenic Management Association 1999)
- Logistics (Hellenic Management Association 1996)
- Strategic Management από Ph. Kotler, Tom Peters(2000 και 2003)
- Master in Risk Management National and Kapodistrian university of Athens (2003-2004)
- Google online marketing fundamentals in tourism (2017)

Teaching skills and IT skills

- Scientific Associate in Marketing and Sales Management in Hellenic Productivity National Center since 1985 until 1987
 - Associate in seminars Hellenic Management Association (Thessaloniki Sector) for 1995 - 1997 Sales Techniques and Merchandising
 - Excellent level in Microsoft Office (excel, word, publisher, outlook, power point), Corel draw, Photoshop, SEN ERP Singular , ATLANTIS ERP ALTEC, WAREHOUSE MANAGEMENT SYSTEM MANTIS
 - Specialized Seminar Tutor for Exports and International business EEDE Thessaloniki, EQA Academy, Easy Seminars
 - Blogger: exportexperts.blogspot.gr
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Social and Sport activities

- Member Hellenic Management Association (Thessaloniki sector) since 1991
- Member Hellenic Marketing Institute since 1991
- Member of Climbing and Skiing Club 1985- 1989
- Foundation Member of Hellenic Climbing Kavala Club 1989 until present time.
- Participate in Climbing School for beginners 1985
- Participate in Climbing and hiking school 1986 ,
- Rescue school 1987.