



### Academic Personnel Short Profile / Short CV

<b>University:</b>	University of Nicosia
<b>Surname:</b>	Zervides
<b>Name:</b>	George
<b>Rank:</b>	Adjunct Faculty
<b>Faculty:</b>	Business
<b>Department:</b>	Marketing
<b>Scientific Domain:</b>	Marketing Communications, Advertising, Branding

### Academic qualifications

Qualification	Year	Awarding Institution	Department	Thesis title
Diploma	1989	CAM Foundation, London	Advertising	No thesis required
BSc in Business Administration (Marketing)	1989	Thomas Edison State College, New Jersey, U.S.A	School of Business	How marketing practices in Cyprus are changing over the last decade
Master in Business Administration (MBA)	1992	The Netherlands International Institute of Management, Maastricht, Netherlands	School of Business	The new era on Marketing Communications and how this affects advertising media channels

## Employment history

Period of employment		Employer	Location	Position
From	To			
1998	Today	University of Nicosia	Nicosia, Cyprus	Adjunct Faculty
1989	1995	AdWork Advertising Ltd	Nicosia, Cyprus	Account Executive
1995	2001	Gnomi Communications Ltd	Nicosia, Cyprus	Account Director
2001	2004	Partners Y&R	Nicosia, Cyprus	Acting General Manager
2004	2013	DELEMA McCann Erikson	Nicosia, Cyprus	General Manager
2013	Today	Brand Believers Ltd	Nicosia, Cyprus	Managing Director/Owner
2013	Today	Cyprus Marketing Youth Society	Nicosia, Cyprus	Managing Director/Founder

**Key refereed journal papers, monographs, books, conference publications etc.**

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	1999 - 2001	Chief Editor at Neos Typos a specialized publication for marketing, advertising and branding, issued by Phileleftheros newspaper. Neos Typos is the one and only specialized publication on the areas of marketing, advertising and branding ever existed in Cyprus.	Prodromos Prodromou, Sophia Yiannakou	<i>Neos Typos by Phileleftheros</i>	135	270

**Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.**

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2013 - today	Trust Insurance Cyprus	Marketing Consultant	<ul style="list-style-type: none"> <li>• Work closely with the management of the company in order to translate the business objectives into marketing goals</li> <li>• Work closely with the management in order to identify and analyse consumer needs and design and develop the right products in order to satisfy those needs</li> <li>• Set marketing objectives and methods of evaluation</li> <li>• Establish the marketing guidelines and standards and safeguard them in all level and layers of communication</li> <li>• Design a marketing strategy plan to be aligned with business objectives</li> <li>• Design and implement marketing tactics in order to achieve marketing goals</li> </ul>

2.	2013 - today	Christoudias Logistics	Marketing, Communications Consultant	<ul style="list-style-type: none"> <li>• Create consistency standards and procedures and safeguard those in all communication material produced for internal and external purposes</li> <li>• Supervise external production activities in order to meet company's standards</li> <li>• Supervise and give guidance to all company events/activities in order to get the maximum result</li> <li>• Analysing competition marketing activities</li> <li>• Training of the marketing personnel in all aspects of the marketing/communication process</li> <li>• Monitor all the marketing and communication work that is conducted in order to have the maximum result in the minimum cost</li> <li>• Deliver three presentations to the company personnel in an inspirational mode e.g <ul style="list-style-type: none"> <li>○ company's values and philosophy</li> <li>○ how to become brand ambassadors</li> </ul> </li> </ul>
3.	2013 - 2015	Ancoria Insurance	Marketing, Communications Consultant	<ul style="list-style-type: none"> <li>• Work closely with the management in order to identify and analyse consumer needs, design and develop the right products in order to satisfy those needs</li> <li>• Set marketing objectives and methods of evaluation</li> <li>• Establish the marketing guidelines &amp; standards and safeguard them in all level and layers of communication</li> <li>• Design a marketing strategy plan to be aligned with business objectives</li> <li>• Design and implement marketing tactics in order to achieve marketing goals</li> </ul>

				<ul style="list-style-type: none"> <li>• Act as a liaison with a research house in order to conduct the ideal research (if needed) to design the right questionnaires, monitor the whole process and translate the results into marketing goals.</li> </ul>
4.	2013 - 2015	Ancoria Bank	Marketing, Communications Consultant	<ul style="list-style-type: none"> <li>○ Defining Ancoria Bank DNA/brand proposition</li> <li>○ Define the positioning/philosophy of Ancoria Bank</li> <li>○ Define the core values of the brand</li> <li>○ Design the image of the umbrella brand (Ancoria) and capitalise on that as Ancoria Bank</li> <li>○ Design the image of Ancoria Bank as a separate business unit</li> <li>○ Setting brand strategy pillars</li> <li>○ Establish the tone of voice in all levels and layers of communication in order to have consistency</li> <li>○ Establishing brand activation pathways</li> <li>○ Design guidelines</li> </ul>
5.	2015	COOP	Marketing, Communications Consultant	<p><b>A. Work on the new corporate Identify of the Cooperative Central Bank Ltd and the Coop Institutions of Cyprus</b></p> <ul style="list-style-type: none"> <li>○ New logo</li> <li>○ Communication manual</li> <li>○ Communication/design guidelines</li> </ul> <p><b>B. Redefining/Repositioning of Coop Institutions in Cyprus</b></p> <ul style="list-style-type: none"> <li>○ Defining Coop Institutions in Cyprus DNA/brand proposition</li> <li>○ Define the positioning/philosophy of Coop Institutions in Cyprus</li> <li>○ Define the core values of the brand</li> <li>○ Design the image of the umbrella brand and capitalise on that as Coop Institutions in Cyprus</li> </ul>

				<ul style="list-style-type: none"> <li>○ Design the image of Coop Institutions in Cyprus as a business identity</li> </ul>
6.	2013 - 2014	Emergo Wealth	Marketing & Branding Consultant	<ul style="list-style-type: none"> <li>● Create consistency standards and procedures and safeguard those in all communication material produced for internal and external purposes</li> <li>● Supervise external production activities in order to meet company's standards</li> <li>● Supervise and give guidance to all company activities in order to get the maximum result</li> <li>● Lead the hiring process of a marketing officer and train him/her in all aspects of the marketing/communication process</li> <li>● Supervise and guide the marketing officer in all aspects of his/her duties</li> <li>● Monitor all the marketing and communication work that is conducted in order to have the maximum result in the minimum cost</li> </ul>
7.	2016	IMH	Marketing & Branding Consultant	<ul style="list-style-type: none"> <li>● Acted as a brand and marketing consultant for the branding and launching of Reporter newspaper and portal.</li> </ul>
8.	2016	Famagusta Municipality	Branding Consultant	<ul style="list-style-type: none"> <li>● President of the branding committee that was responsible for the new Famagusta Municipality identify.</li> </ul>
9.	2018 today	Copyscience	Marketing Consultant	<ul style="list-style-type: none"> <li>● Create awareness for Kyocera product line and Copyscience as the distributor of the brand in Cyprus</li> <li>● Work closely with the management in order to identify and analyse consumer needs</li> <li>● Set marketing objectives and methods of evaluation</li> <li>● Establish the marketing guidelines &amp; standards and safeguard them in all level and layers of communication</li> </ul>

				<ul style="list-style-type: none"> <li>• Design a marketing strategy plan to be aligned with business objectives</li> <li>• Design and implement marketing tactics in order to achieve marketing goals</li> </ul>
10.	2016	Microsoft	Trainer	<ul style="list-style-type: none"> <li>• Invited and gave a 4 hours training session on the “Brand called You” for the personal development of Microsoft employees.</li> </ul>
11.	2017 - 2018	Partners Y&R	Trainer	<ul style="list-style-type: none"> <li>• A two day seminar “How strategy will add values tou our work”</li> </ul>
12.	2018	Gnomi Communications	Trainer	<ul style="list-style-type: none"> <li>• A two day seminar “Going the extra mile. It’s never crowded there”.</li> </ul>
13.	2018 - 2019	DDB Advertising	Trainer	<ul style="list-style-type: none"> <li>• A two day seminar “Client service is not one departments job”.</li> </ul>
14.	2018	Pulse Market Research	Trainer	<ul style="list-style-type: none"> <li>• One day seminar on Soft Skills.</li> </ul>
15.	2018	Emergo Wealth	Trainer	<ul style="list-style-type: none"> <li>• One day seminar on “Going global with Lifegoals”.</li> </ul>
16.	2018	MSPS	Trainer	<ul style="list-style-type: none"> <li>• A two day seminar on “Excellence on Client Service will make us fly”.</li> </ul>
17.	2018	Kanaris, Demetriades & Associates	Trainer	<ul style="list-style-type: none"> <li>• One day seminar on Soft Skills</li> </ul>
18.	2018 - 2019	Hellenic Bank	Trainer	<ul style="list-style-type: none"> <li>• A series of 10 one day seminars on Soft Skills to groups of 20 middle management executives.</li> </ul>
19.	2019	Gnomi Communications	Trainer	<ul style="list-style-type: none"> <li>• A three hours training on personal development.</li> </ul>
20.	2019	Partners	Trainer	<ul style="list-style-type: none"> <li>• A two day seminar on strategy</li> </ul>

**Awards / International Recognition**

<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Awarded by:</b>
1	2010	Appointed Trainer for the EMEA Region	McCann Erikson, USA
2	2012	Appointed as Group Strategist	McCann Erikson, USA

**Other Achievements.**

<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Key Activities:</b>
1	July 2012	Food Park City – Online ordering system communication strategy	Marketing Communication strategy, PR Digital planning
2	September, 2013	”In the pursuit of Happiness”. An event and presentation on how brands should act in order to engage millennials.	Organiser and Keynote speaker with Katerina Tsemberlidou an awarded Creative Director from Greece
3	October 2014	”The youth journey” How technology and innovation are changing the marketing environment.	Organiser and keynote speaker with Nick Shonhemann, a famous marketer on brand innovation.
4	October 2015	Marketers survival guide in order to face millennials.	Organiser and keynote speaker with Titos Simitsis, Founder and CEO of Alternative, Greeces leading market research agency



5	September 2016	3 <sup>rd</sup> Brand Congress organised by IMH with the topic "Gamechangers Cyprus: Innovative strategies for businesses and brands in a fast changing world".	Chairman and keynote speaker with the World's known marketer and best selling writer, Peter Fisk.
6	June 2017	Lanitis/Coca Cola Youth Empower Global program. A three-day seminar event for the Cyprus youth with presentations by professionals on different topic.	Keynote speaker on personal development.
7	June 2018	Lanitis/Coca Cola Youth Empower Global program. A three-day seminar event for the Cyprus youth with presentations by professionals on different topics.	Chairman of the event and keynote speaker.
8	January 2019	10 <sup>th</sup> Digital Conference organised by IMH	Chairman of the event