



CURRICULUM VITAE

Tasos Pagakis

Corporate & Brand Communications expert

Birth date: 29/2/1968

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Marital Status: Married with 3 children

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Current position

Group Business Officer & Client Service Director, CIVITAS Ketchum

Role: Senior consultant for corporate comms, stakeholder relations, social responsibility and public affairs

Key task: Develop agency service and business (agency operates in Turkey, Romania, Bulgaria, and Cyprus)

Practices: Corporate comms & Internal, Stakeholders relationship, Local community relations, CSR, Issues management, Media relations, Crisis preparedness, and Public affairs

Managed: Crisis for 6 companies, Message formation and Training of CEO's and management teams

Strategic Communications expertise

As of 1988 I work for corporate and brand integrated communications (more than 270 corporate and brand portfolios in 48 different market categories), transforming Corporate issues into engaging communications. Within role is to monitor markets, trends and audience changes to develop and coordinate campaigns for: a) corporate image, b) brand PR, c) media & stakeholder relations, d) crisis prevention, e) advertising and promotion, f) new product/service launch, g) holistic channel marketing (brand placement, web marketing, events and sponsorship).

Employed at distinguished communication service agencies

Period	Agency	Position
Jan. 2008-current	CIVITAS Ketchum	Corporate Practice & Client Service Director
Apr. 2007-Jan. 2008	ATTP Group	Chief Officer
Nov. 2002-Apr. 2007	ADEL SAATCHI & SAATCHI	Management Director
Dec. 1999-Nov. 2002	LOWE LINTAS Athens	Client Service & Planning Director
May 1997-Dec. 1999	BBDO Group Greece	Corporate Director
Nov. 1993-Apr. 1997	CIVITAS Fleishman Hillard	Senior Account Director
1990-1993	RESPONSE Branding	Partner of creative communications firm
1988-1991	POLITICAL/STATE MINISTRIES	Freelance Communications Manager

Work recognized for business results and creativity

- GOLD Ermis PR 2009 Corporate Reputation (Client: Transbalkan Pipeline BV)
- SILVER Ermis PR 2009 Corporate Social Responsibility (Client: Hellenic Petroleum)
- Worked for winning 16 out of 25 pitched accounts in 1 year (2008) in CIVITAS Ketchum
- Design, internal audit and implementation of attp agency's Navision ERP in 10 months time
- Won attp agency's biggest client, ALDI, after a 3-months tough/continuous pitch exercise in phases
- 71 different creative awards in New York, Epica, Montreaux, Eurobest, AdAge, and Ermis awards
- GOLD EFFIE Hellas 2006 for Retail category (Client: Video seven stores)
- Best Practice award for new business results from Saatchi & Saatchi network (2005-2006)
- Saatchi strategy team member that created the EU campaign VISA 'Love every day' (2005)
- Saatchi's project coordinator for the VISA 2004 Olympics Brand presence plan in Athens
- Telecom desk research 44 companies for OTE Marketing to get know-how for "defend fixed telephony" (2004)
- Two EFFIE Awards in 2002 for the brands Captain Iglo (Elais) and Skip (Lever Hellas)
- Seven local campaigns for Unilever brands honored to Unilever global communication library (2000-02)
- Lowe Europe team member that designed and launched "Insight Mining" strategic tool
- Selected as Lowe agency strategist and was trained in Advanced Brand Communication method of Unilever
- Lowe EU management recognition for feasibility study "ORANGE Telecom should engage in Greek market?"

I am in the business of Storytelling, consulting companies and brands to find communication ideas that transform in simple people's language their messages. It is an insightful mind game that grants to every company powerful, engaging, relevant, unique, convincing communications.

Experience in Corporate & Brand communication for established companies

- Corporate: HELLENIC PETROLEUM GROUP, COPELOUZOS GROUP, OTE, OPAP, MERILL LYNCH, VIOCHALCO, INTERAMERICAN, STANLEYBET, CLUB HOTEL CASINO LOUTRAKI, LOYALWARD, PHILIP MORRIS, POULIADIS GROUP, EMPORIKI BANK, EMC, FOURLIS TRADE, EUROPA, HELLENIC HULL MUTUAL
- Telecom: OTE GROUP, SAMSUNG MOBILEFUN, NSN, ALCATEL, SONY-ERICSSON (EU campaign), CYTA, PTK
- Energy: TRANSBALKAN PIPELINE (Bourgas-Alexandroupolis), NOVAERA, VESTAS, SILCIO, DESFA
- Defense: HELLENIC SHIPYARDS/THYSSENKRUPP, RAYTHEON
- Banking: NBG, PIRAEUS, CYPRUS BANK, VISA INTERNATIONAL, BARCLAYCARD, ASPIS BANK, HSBC
- Associations: CHAMBER OF GR HOTELS, HELLENIC ADVERTISERS (SDE), HELLENIC ENTERPRISES (SEV)
- Electronics: SONY HELLAS, AEG, PHILIPS, GENERAL ELECTRIC, ASKO, ELECTROLUX GROUP, EPSON, PCSYSTEMS
- Green: SANITAS, HELPE, ARCTUROS, FUND FOR GREECE'S RESTORATION
- Healthcare: GALENICA, OLVOS, PLUSMEDICA
- Tourism: GTO, CTO (international campaigns in 15-19 countries), ALITALIA
- Retail: ALDI, PRAKTIKER, LIDL, OTESHOP, VIDEO SEVEN, ELEPHANT, KORASIDES
- Auto: CHRYSLER JEEP, MAZDA EUROPE, RENAULT, SKODA, MG-ROVER, PORSCHE
- Personal care: UNILEVER HELLAS, ELIDA GIBBS, SARALEE, JOHNSON & JOHNSON
- Household: RECKIT/BENCKISER, LEVER, REDEX
- Spirits: ABSOLUT, MOET&CHANDON, AMVYX IMPORTERS, DEWAR'S EUROPE
- Food : ELAIS, ALGIDA, NESTLE, MELISSA-KIKIZAS, BESTFOODS, CADBURY, KARAMOLEGKOS

Excellent teams player & organizer in view of sophisticated Clients

- Ideas roadmap
- Bimonthly reporting of team progress.
- Monitor each manager's performance for revenue / client satisfaction / creativity in communication

What do I stand for, as a professional?

Continuous record of producing effective campaigns for my Client's success. Strong managerial skills, teamwork coaching, professionalism, enthusiasm, adaptability, and conceptual ability to produce campaign ideas

Education

- ♦ DERE E / BSc in Marketing Management ♦ ELKEPA SCHOOL / Annual Program Marketing (800 hours)

Foreign languages

- ♦ Greek (native) ♦ English (excellent writing and oral) ♦ Italian (basic oral communication)

Continuous learning

- STROMBERG CONSULTING on Internal Communications & Change Athens 2008
- KETCHUM UK 2-day seminar on Public Affairs London 2008
- PHILIP KOTLER "Redefining Marketing and the 4 P's" Athens 2007
- DANIEL COLEMAN day seminar on "Primal Leadership" Athens 2006
- LAURA and AL RIES day seminar on "Positioning" Athens 2006
- KEVIN ROBERTS on "Lovemarks-from theory to practice" Business school Copenhagen 2005
- KPMG, Michael Porter on Strategy Athens 2005
- SAATCHI & SAATCHI European Planning, "Brand Navigation" London 2004
- BOUSSIAS FORUMS Banking / Direct / Youth / Mobile marketing Athens 2003, 04, 05, 06
- SAATCHI & SAATCHI EMEA congress "Corporate comms: the next opportunity" London 2003
- PUBLICIS GROUPE Media congress, "New media communication" Vienna 2002
- LOWE LINTAS European strategic board, "Insight Mining, unlock it" Paris 2001
- RED SPIDER, "Unique ideas seminar" (3-days training) London 2001
- CONRAND ADENAUER STIFTUNG, seminar "Special Audiences campaigning" Athens 1990
- CONSULTING GROUP US, "Executive Techniques Manual" (15-days training) Athens 1988