Nikolaos Konidaris

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Profile Summary

Senior Business development professional with solid experience and a multi-industry background (FMCGs and Services). Results-oriented manager, with a structured and disciplined approach to achieve targets. Focused on organisational growth and people development through leading by example and freedom through responsibility. Committed to deliver results in a competitive environment with quality work. Accept and act on feedback not only for personal development but also for business benefit. Risk oriented with commitment to deliver results.

Competencies

P&L ownership, Top Management alignment, Strategic thinking and orientation, Sales & Marketing, Trade Marketing, Supply Chain, Logistics, Change Management, Cultural Transformation, Business Reengineering, Set and Monitor Policies & Procedures to benchmark operations in total, Handle Operations in Total to sustain Business and achieve growth, Set & Monitor KPIs overall, New Technologies for business to grow, Innovation Management, Portfolio Management & Elevation, Business Development, Growth Strategy, People Management, Team Management.

Career Orientation

Be part of Matrix Organisations, willing to grow. Always up to new missions and challenges.

Employment History

(Sept. 2019) – Present : BAKALAROS GROUP

Established in 1980, Bakalaros Group is the fastest growing distribution network specializing in beverages, beers, wines and spirits operating via 6 hubs across Western Greece. The Group is the largest network in Greece (in terms of volume) for 3E, Heineken Greece, Carlsberg Group just to name a few of the MNCs of the industry.

Supply Chain & Logistics Director / Acting as Chief Operations Director

Responsible to develop and enhance business operations to meet SLA with market, managing directly Supply Chain, Customer Service, IT (New Technologies), Procurement and specific HR functions. Responsible to run a lean and cost effective distribution model, delivering high quality services to market of interest (6.000 POS). Treat internal Customers i.e Sales, supporting trade marketing activation model. Contribute to the decision making process supporting CEO in business planning and strategy formulation. Responsible for Corporate Change Management, acting as ERP Project manager working together with Peers (Finance, Commercial), to align processes with system and develop meaningful and valuable tech features to drive business forward i.e BI and SFA and B2B platform. Handling specific Group HR & Procurement processes and strategy so as to meet organizational growth in talent and assets.

Major Achievements: Business Transformation in terms of ERP transition (Go live Jan 2021), lower distribution costs by 5% year over year, introduce Tele sales activity in Customer Service Function. Establish activity in 2 new sites (hubs) in Ioannina (November 2020) and Kalamata (April 2021). Adopt data analytics working with supply chain analyst to deliver reporting for the organization. Run Operations such as Marketing and HR for Group by introducing practices and tools together with respective KPIs.

(Jan) 2016 – (May) 2019 : WEST SA

WEST SA is the leading Sales & Marketing Agency in Greece which provides B2B services to MNCs but also well respected and established Greek Firms. Core Business is under Merchandising, Promotion, Outsourcing Sales, Distribution and Postal Services. Company's revenue in 2018 reached 17,5mio. Euros. WEST employs 100 people for its Core Business Administration and handles more than 650 people in projects for customers on a national scale. WEST provides services for Diageo, BDF, Alpha Bank, Samsung, Nestle, My Market, Dixons, Cosmote, Elpedison, WIND, Friesland Campina and many more organizations.

Business Development & Strategy Director reporting to CEO .

Responsible to develop and enhance Business operations, Business Plan in Total to achieve strategic objectives in terms of revenue, profitability and cash flow within all lines of P&L. Responsible to align core Functions of Business with strategy and report to CEO on progress and way forward. Leading Commercial Activity (Sales & Marketing Department) to achieve targets, strengthen Core values and corporate equity. Contribute to the decision making process supporting CEO. Responsible to shape and execute business plan for WEST Portfolio in B2B environment applied in business entities of all industries. Responsible for Corporate Change Management working together with Peers (HR, Finance, Procurement, Commercial, Marketing).

Major Achievements: Business Transformation in terms of trade processes, operations, ISO (9001, 14001, 27001) & Ecovadis Certificates, Reporting, Innovation and Technology incorporated into core business. Contributed to achieve 28% growth over 2015, 20% over 2016, 16% over 2017. Implement and launch Marketing Corporate Rebranding and Corporate Repositioning. Establish activity in Cyprus.

Lead WEST investment (WEST owns 15%) in YODIWO to develop IOT tech. tools for monitoring and reporting of sales and brand activation. Contributed to develop Yodigram application and accomplish to enter the market with BDF, P&G, 3E, My Market. Advisor to the board of YODIWO for BD practices on Yodigram. Demonstrated Yodigram tool in JTI headquarters in Geneva.

(June) 2010 - (Dec) 2015: Icap Group

ICAP Group is one of the most successful regional Business Services Groups in South Eastern Europe. Icap portfolio includes Business Information, Business directories, Mgt Consulting, HR services, Receivables Mgt, E-Marketing services. Company's revenue in 2015 was 63mio Euros and employs 1.300 people.

Director reporting to the Executive Committee Director.

Manage a team of consultants and a team of researchers. Responsible for Icap Portfolio in B2B applied in business entities of all industries. Involved in Business Consulting for SMEs and established FMCGs, in projects like Business Planning, Business Turnaround models, Negotiation with Banking System, Business Optimization (Model, Processing KPIs) , Sales empowerment, Trade marketing, Integration of technology ie Reporting tools and methods, Data analytics and Loyalty Schemes.

Major Achievements: Achieved revenue growth 12% vs 2011 & cost reduction 10%. Implemented new sales model (Mixed Sales). Improved Avg. revenue per contract at 30%.

(Oct)2006 – (June) 2010: British American Tobacco Greece.

BAT is the world's second largest quoted tobacco group by global market share, with brands sold in 180 markets around the Glove. It employees more than 10,000 associates.

Regional Sales Manager reporting to Head of Trade.

Contributed to shape company Go to Market strategy and responsible for implementation in area of responsibility. Lead by example a sales team of 13 members. Responsible to shape and execute sales and trade marketing plan for territory of responsibility.
Territory of responsibility contributed 25% volume to total BAT volume (NSV). Managed retail and wholesale channel (4 Wholesalers and 55 Distributors) / 3300 Visited Points of Sales).

Major Achievements: Succeeded and maintained 90% numeric distribution for Global Drive Brands. Promoted two member teams from Sales Reps to trade Mkt Reps. Launched successfully Travel Retail Program for Ionian Islands. Increased sales of 7% over first year for BAT core portfolio.

Trade Development Manager reporting to Head of Trade.

Responsible for trade marketing strategy, budgeting and trade P&L., Sales Plan for Duty Free Shops. Managed team of 6 members. Handed over to Scandinavian Tobacco Trade manager upon completion of acquisition of Scandinavian Tobacco.

Major Achievements: Team member responsible for the acquisition of Scandinavian Tobacco, implemented business reengineering.

Area Sales Manager reporting to National Sales & Distribution Manager.

Responsible to execute sales and trade marketing plan for territory of responsibility. Managed a sales team of 6 trade marketing representatives Contributed to shape company strategy, implement corporate policies, procedures, and budget. Direct Reported to Sales and Distribution Manager.

Major Achievements: Team member implemented Distribution Excellence Program for network across Greece. Best Trade Execution 2006 – 2007 for Launching Dunhill Fine Cut.

(March)2002 – (Oct) 2006: Heineken Greece.

Heineken is a global brewer serving consumers with its brands and products everywhere. The Company is present in over 70 countries. HEINEKEN is Europe's largest brewer and the world's third largest by volume. The number of people employed is around 70,000.

Brand Manager reporting to Group Marketing Manager.

Responsible for marketing activation plan for the core brand of Amstel. Responsible for Brand P&L, Sponsorhsip Programes, Brand Activation, Media and BTL Agencies. Contributed to Total Brand Strategy.
Major Achievements: Launched Amstel Pulse. Prepared plan for Brand Muscles and organized Amstel's sponsorship for Eurovison. Achieve incremental Brand Awareness, according to surveys.

Field Marketing Manager reporting to Trade Activation Manager.

Responsible for the marketing activation plan of the core brands of Amstel, Fischer, Alfa, Mc Farland, Erdinger, Murphys, Carib, Desperados, Duvel, Chimay in SW Greece.

Major Achievements: Launched ALFA Beer in Ionian Islands to compete Mythos and achieved to establish distribution in more than 100 Key HoReCa spots in1 month.

Other Employment History

2023 - 2024: Hellenic Open University, – Member of the scientific team contributing to mentoring program by giving out seminars on mentoring for HOU students (School of Social Sciences).

2023 – 2024: Hellenic Open University, – Member of the scientific team contributing to the development of educational support material for the MSc "Innovation Management and Entrepreneurship" (School of Social Sciences).

2003 – 2004: Hellenic Open University, – Member of the scientific writing team contributing to the development of web multiple choice question tests for the course of Business Administration (School of Social Sciences).

01/ 2004- 06/2004: Technical School of Patras, – Lecturer in "Business Administration"

2001 – 2002: National Army - Central Economic Biro, − Finance Officer

1996 – 1999: University of Bedfordshire, - EU's Tuition Fees Administrator / Part time.

Seminars / Training Courses

Participated in numerous in-house and open programmes i.e Negotiation, Coaching, Marketing & Sales and GDPR compliance.

Publications in scientific journals & Conference proceedings.

1. Konidaris N., "The right Mix of realism and optimism in business", Mini Europe Conference, (October 2010).

2. Mihiotis A., Oikonomou C., Konidaris N., "Managing Information Flow: An important Factor in the Implementation Process of Project Management", International Journal of Project Management (2006).

3. Mihiotis, A., Konidaris, N., "Internal Auditing: An essential tool for adding value and improving the financial institutions' & organizations' operations", International Journal of Financial Services, (2005)

Academic Education & Languages

MA Business & Management, University of Bedfordshire, Luton Business School, UK.

BA Business Administration, University of Patras, Greece

BA (Hons) Economics & Marketing, University of Bedfordshire, Luton Business School, U.K.

Greek Native / English Native / German Fluent.