



Academic Personnel Short Profile / Short CV

University:	University Of Nicosia
Surname:	Zervides
Name:	George
Rank:	Adjunct Faculty
Faculty:	School of Business
Department:	Management
Scientific Domain:	Marketing Communications, Advertising, Branding

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
MBA	1992	Maastricht School of Management, Netherlands	School of Business	The new era on Marketing Communications and how this affects advertising media channels
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
Diploma	1989	CAM Foundation, London	Advertising	No thesis required

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
1998	Today	University of Nicosia	Nicosia, Cyprus	Part Time Lecturer
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

**Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.
List the five (5) more recent (Optional Entry)**

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2013 - 2020	Trust Insurance Cyprus	Marketing Consultant	<ul style="list-style-type: none"> • Work closely with the management of the company in order to translate the business objectives into marketing goals • 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 • Set marketing objectives and methods of evaluation • Establish the marketing guidelines and standards and safeguard them in all level and layers of communication • Design a marketing strategy plan to be aligned with business objectives • Design and implement marketing tactics in order to achieve marketing goals
2.	2013 - today	Christoudias Logistics	Marketing, Communications Consultant	<ul style="list-style-type: none"> • Create consistency standards and procedures and safeguard those in all

				<p>communication material produced for internal and external purposes</p> <ul style="list-style-type: none"> • Supervise external production activities in order to meet company's standards • Supervise and give guidance to all company events/activities in order to get the maximum result • Analysing competition marketing activities • Training of the marketing personnel in all aspects of the marketing/communication process • Monitor all the marketing and communication work that is conducted in order to have the maximum result in the minimum cost • Deliver three presentations to the company personnel in an inspirational mode e.g <ul style="list-style-type: none"> ○ company's values and philosophy ○ how to become brand ambassadors
3.	2023 - Today	Universal Insurance	Marketing, Communications Consultant	<ul style="list-style-type: none"> • 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 • Set marketing objectives and methods of evaluation

				<ul style="list-style-type: none"> • Establish the marketing guidelines & standards and safeguard them in all level and layers of communication • Design a marketing strategy plan to be aligned with business objectives • Design and implement marketing tactics in order to achieve marketing goals • 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.
4.	2015 - 2020	Ancoria Bank	Marketing, Communications Consultant	<ul style="list-style-type: none"> ○ Defining Ancoria Bank DNA/brand proposition ○ Define the positioning/philosophy of Ancoria Bank ○ Define the core values of the brand ○ Design the image of the umbrella brand (Ancoria) and capitalise on that as Ancoria Bank ○ Design the image of Ancoria Bank

				<p>as a separate business unit</p> <ul style="list-style-type: none"> ○ Setting brand strategy pillars ○ Establish the tone of voice in all levels and layers of communication in order to have consistency ○ Establishing brand activation pathways ○ Design guidelines
5.	2023	TEPAK	Trainer	<p>Soft Skill Training program to all personnel</p> <p>Communication Skills: Enhance verbal and non-verbal communication skills, active listening, and clear articulation of ideas to improve team understanding and collaboration.</p> <p>Emotional Intelligence: Develop self-awareness, empathy, and emotional regulation to handle challenging situations, resolve conflicts, and build strong relationships with team members.</p> <p>Team Building: Cultivate skills for effective team building, including motivation, conflict resolution, and fostering a positive team culture to maximize team productivity and cohesion.</p> <p>Adaptability: Develop adaptability and flexibility in response to changing situations, enabling managers to make informed decisions and lead their teams through transitions effectively.</p> <p>Problem Solving: Sharpen problem-solving and decision-making skills, encouraging managers to analyze situations, identify solutions, and make strategic decisions that benefit the team and the</p>

				<p>organization.</p> <p>Time Management: Provide techniques for effective time management, prioritization, and delegation to improve productivity and ensure that managers can balance their responsibilities efficiently.</p> <p>Feedback and Coaching: Equip managers with skills to provide constructive feedback, mentor team members, and support their professional development, fostering a culture of continuous learning and improvement.</p> <p>Stress Management: Introduce stress management techniques, resilience-building strategies, and work-life balance practices to help managers handle pressure and maintain well-being.</p> <p>Cultural Sensitivity and Diversity: Raise awareness about cultural differences, diversity, and inclusion, enabling managers to lead diverse teams respectfully and harness the advantages of varied perspectives and experiences.</p> <p>Interactive Workshops: Engaging workshops with group activities, role-plays, and discussions to encourage active participation and practical skill application.</p> <p>Case Studies: Analyzing real-life scenarios to understand challenges faced by managers and developing solutions to enhance problem-solving abilities.</p> <p>Continuous Feedback: Regular feedback sessions to track progress, address concerns, and adapt the program to meet the evolving needs of the managers.</p>
6.	2022 - 2024	Recovery and Resilience Facility (RRF) - EU	Communications Strategist	Design and monitor the communication strategy for The Recovery and Resilience Facility (RRF) – Cyprus, a temporary instrument that is the centrepiece of NextGenerationEU -the EU's plan

				<p>to emerge stronger and more resilient from the current crisis.</p> <p>Through the Facility, the Commission raises funds by borrowing on the capital markets (issuing bonds on behalf of the EU). These are then available to its Member States, to implement ambitious reforms and investments that:</p> <ul style="list-style-type: none">• make their economies and societies more sustainable, resilient and prepared for the green and digital transitions, in line with the EU's priorities;• address the challenges identified in country-specific recommendations under the European Semester framework of economic and social policy coordination. <p>Major responsibilities:</p> <ul style="list-style-type: none">○ Setting the communication strategy pillars○ Establish the tone of voice in all levels and layers of communication in order to have consistency○ Establishing brand activation pathways○ Monitor and report the success of the project to the Cyprus Ministry of Finance.
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**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

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

**Other Achievements. List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Key Activities:
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, Greece's leading market research agency
5	September 2016	3 rd 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 topics.	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 th Digital Conference organised by IMH	Chairman of the event
9	May 2021	Developing SM Businesses Conference	Keynote speaker
10	February 2022	12 th Digital Conference organised by IMH	Chairman of the event
11	March 2024	Pop up talks 2024	Keynote speaker