



## Ioannis Tzortzis

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### WORK EXPERIENCE

#### **Ioannis Tzortzis** – Thessaloniki, Greece

**City:** Thessaloniki | **Country:** Greece

##### **Owner**

[ 11/2021 – Current ]

Business Consulting  
Sales Training  
Executive Coaching  
Sales Management  
Agent for products and services  
Branding and marketing services

#### **Varvaressos SA** – Naoussa , Greece

**City:** Naoussa | **Country:** Greece

##### **Commercial Director**

[ 06/2021 – 11/2021 ]

Sales Management  
Tracking KPIs  
Budgeting  
R&D Management  
Market Research  
Public Relations  
Sales Teams Leadership  
Managing Worldwide Distribution  
Customer Relations

#### **Varvaressos SA** – Naoussa, Greece

**City:** Naoussa | **Country:** Greece

##### **Project Manager / Sustainability Manager**

[ 2017 – 2021 ]

Managing "Supreme Green Cotton" Project  
Research and Development  
Team Coordination  
Marketing Management  
Public Relations Management  
Sales and Key Account Management  
Participation in International Exhibitions

#### **Varvaressos SA** – Naoussa, Greece

**City:** Naoussa | **Country:** Greece

## Area Sales Manager

[ 04/2015 – 06/2021 ]

Market Research  
Market Penetration  
Creating Sales Channels  
Managing Agencies

 **Varvaressos SA** – Naoussa, Greece

City: Naoussa | Country: Greece

## Production Worker

[ 2013 – 2014 ]

Working on spinning frames and winding machinery  
Increasing productivity and ensuring production of high quality yarns  
Trained in PPE in industrial settings

## EDUCATION AND TRAINING

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### The Science of Well-Being

**Yale University** [ 08/2022 ]

Website: <https://online.yale.edu/>

### Certificate in Coaching: AC Accredited

**Association for Coaching & University of Athens** [ 12/2021 ]

Website: <https://www.associationforcoaching.com/>

### Playing With Protons

**CERN** [ 2018 – 2019 ]

Website: <https://home.cern/>

### Effective Negotiation Techniques

**Global Greece** [ 11/2015 ]

City: Thessaloniki | Country: Greece | Website: <https://www.globalgreece.gr>

### BA in Philology

**Aristotle University of Thessaloniki** [ 2014 ]

City: Thessaloniki | Country: Greece | Website: [www.auth.gr](http://www.auth.gr)

### Accidents Management

**EMUNI University & Aristotle University of Thessaloniki** [ 17/09/2011 – 27/09/2011 ]

City: Thessaloniki | Country: Greece | Website: <https://emuni.si/>

### Generic Interfaces: Encounters, Interactions and Transformations in Latin Literature

**Aristotle University of Thessaloniki & University of Oxford** [ 27/05/2011 – 29/05/2011 ]

City: Thessaloniki | Country: Greece | Website: [www.auth.gr](http://www.auth.gr)

### Immigrants and Host Communities in Cross-cultural and Cross-linguistic Perspectives

**Aristotle University of Thessaloniki and Euro-Mediterranean University** [ 10/08/2009 – 28/08/2009 ]

City: Kalandra | Country: Greece | Website: [www.auth.gr](http://www.auth.gr) | Final grade: A | Type of credits: ECTS | Number of credits: 8

## Intensive Program (IP) "The Contribution of the Islamic Education to the Integration of Muslims into the European Community"

**Universität Wien** [ 03/04/2009 – 15/04/2009 ]

Website: <https://www.univie.ac.at/>

### PUBLICATIONS

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[2010]

#### Educational utilization of the educational software "Kastalia"

Authors: Vlachou, E., Lafara, A., & Tzortzis, I. | **Journal Name:** Education & New Technologies | **Volume, Issue and Pages:** Issue 7, p. 58-73 | **Publisher:** Ministry of Education, Religious Affairs and Sports (Greece)

### PROJECTS

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[ 2016 – 2021 ]

#### **Project "SUPREME GREEN COTTON" - backed by blockchain**

A unique sustainability project, with traceability and transparency systems for the whole textile production and supply chain.

Backed by proprietary blockchain technology, utilizing QR Codes on product labels as a service to end consumers. Managed the project from it's conception, development, marketing, up to bringing it to market and closing sales. Coordinated the teams involved as a Project Manager.

Researched and produced sustainability reports, including water savings, CO2 emmissions, energy consumption, resources metrics and social responsibility.

Managed Marketing team and relevant stakeholders.

Managed Public Relations and relevant stakeholders.

Created a new market by pitching the project to world renowned brands, creating exceptional added value.

Managed Sales and Key Accounts, surpassing set goals.

### LANGUAGE SKILLS

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**Mother tongue(s):** Greek

**Other language(s):**

#### **English**

**LISTENING** C2 **READING** C2 **WRITING** C2

**SPOKEN PRODUCTION** C2 **SPOKEN INTERACTION** C2

#### **German**

**LISTENING** B2 **READING** B2 **WRITING** B2

**SPOKEN PRODUCTION** B2 **SPOKEN INTERACTION** B2

#### **Italian (In progress)**

**LISTENING** A1 **READING** A1 **WRITING** A1

**SPOKEN PRODUCTION** A1 **SPOKEN INTERACTION** A1

*Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user*

### SKILLS

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Team-work oriented / Decision-making / Sales Techniques & Personal Branding / Sales Management / Marketing B2B B2C / Sales Training / Organizational and planning skills / customer relationship management / Sales and Influence / advise on market strategies / supervise brand management / market analysis / perform market research / identify market niches / public relations