



# Yiannis Lavdiotis

## Senior Consultant & Trainer

### **Achieve Performance Consulting Group**

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Yiannis has an extensive experience of more than 18 years in the areas of Marketing, Trade Marketing, Sales, Key Account Management and Business Development.

Holds a Master Degree in Marketing, a Postgraduate Diploma in Marketing, and a Bachelor's Degree in Business Studies & Management (BA).

He is also an Accredited Member of the Chartered Institute of Marketing (ACIM).

He has worked in senior roles both as a business consultant and at corporate positions with large multi-nationals and Greek companies such as Johnson & Johnson, Grant Thornton, Protecta, GFK Market Analysis e.t.c. where he was responsible for the strategic and tactical planning, development, execution and coordination of all Marketing activities.

He has trained and coached marketing and sales executives in many domestic and multinational companies such as Chipita, Bausch & Lomb, GlaxoSmithKline, Adidas, Intersport, Elbisco, Beiersdorf, Bolton, Wella, JTI, Safilo Group, Shiseido, Sarantis Group, Septona, Marmoline, Misco-Barilla, Elbisco . . .

His business articles on marketing and sales subjects have been published in various financial newspapers.

He is teaching in New York College Sales and Marketing courses on undergraduate and postgraduate level.

His active field experience combined with his tutoring and training experience form one highly effective Coaching and Development approach.

### Specialisations

- Key Account Management
- Advanced Sales Skills.
- Advanced Negotiation Skills.
- Advanced Communication Skills.

