

KYVELI PAPAIOANNOU
kyvelipap@gmail.com
23 Petroutsou str. 15124 Athens
Tel: +30 6945 584057



Curious, focused, multitasking, with strong analytical skills, organized and dedicated, with the drive to achieve success. My long experience in different professional fields have shaped me with empathy and versatility.

Experience

FREELANCE CONSULTANT

- 8/2021-1/2022 *Executive Pastry Chef Consultant at "The Bakers".* Composed 60 unique recipes for regular and oven-baked cheesecakes Re-trained and specialized personnel with a focus on efficiency and quality. Direct and oversee the pastry production, perform quality control of the entire product range while ensuring ROI optimization.
- 6/2019-5/2021 *Executive Pastry Chef Consultant of FG Catering Group – Simply Burgers.* Optimised the way the business performed by diversifying revenue streams, re-training and specialising personnel, and enhancing the marketing strategy achieving a threefold increase in dessert sales.

ZAXAROPLASTEIA KYVELI SA

- 10/2002-1/2019 *Founder and CEO of Kyveli pastry creations.* The company had a leading position in cheesecakes in Greece. Cheesecake Oreo became a legend that won the interest of the press who named it "The dessert that became religion" (Gлика Mystika page 31, no 10 edition).
Following the successful brand of Kyveli cheesecakes, the company launched a new healthy snack concept under the name of Zea Power. This handcrafted cookie, with no preservatives and unprocessed raw materials, gained loyal customers in the market of superfood snacks and consistently featured in large supermarket chains and delicatessens.

UNILEVER HELLAS SA

- 2/2001-10/2002 *Brand Manager of Lipton Leaf Tea.* Conceived and implemented strategic - marketing plan for Lipton Leaf Tea category. Launched successfully new green tea variety under the brand "TCHAE". Initiated PR activities for TCHAE and Lipton Mug Collection. Induced brand activation (in-store promotion, sampling). Coordinated Sales Department to ensure implementation of the marketing strategy.
- 1/2000-2/2001 *Brand Manager of Iglo QFF (Quick Frozen Food).* Conceived and implemented strategic - marketing plan for Quick Frozen Food (Fish, chicken, vegetables, and potatoes). Initiated and selected advertising campaign and media. Succeeded in portfolio management (SKU rationalization and tail cutting). Achieved market leadership position in frozen fish with a 12% increase in sales volume. Achieved a 60% increase in trading result 2000 vs. 1999.
- 4/1998-1/2000 *Brand Manager of Algida Impulse Ice Cream.* Successfully implemented strategic – marketing plan for Impulse Ice Cream. Initiated and selected advertising campaign for kid ice cream. Achieved a 5% increase in sales volume in the kid segment despite the dioxin issue. Successfully led the projects "Reconnecting the Consumer", "Internet", and "Visibility".

SP. TASSOGLLOU SA. - DE'LONGHI

- 2/1997-4/1998 *Group Product Manager.* Conceived and implemented marketing plan for the complete range of products the company markets (small appliances, a/c-heating appliances). Led interface with advertising company. Selected advertising campaign and media. Conceived innovative promotional

activities. Initiated market expansion research. Succeeded in introducing small appliances in large SM chains. Organized, trained, and motivated a team of merchandisers.

2/1996-1/1997 *Product Manager.* Conceived and implemented marketing plan for “white” appliances, and microwave ovens. Gained 2% market share of white appliances. Achieved the market leadership position of microwave ovens with a seven-fold increase in sales.

NATWEST BANK ENGLAND

2/1995-8/1995 Participated in a Marketing Consultancy Team. Performed market research to identify student banking needs. Conducted presentation to bank managers and proposed the introduction of Total Quality Management to bank operations. Devised plan for introduction of employee benefits such as “in house” publications, internal forums, and rewards. Proposed a direct marketing plan, and recommended contribution to university hardship funds to enhance bank’s image.

INFO-QUEST SA. Computers and Peripherals

11/1991-9/1992 *Order Processing Department.* Responsible for receiving and processing orders. Proposed and implemented communication facilities, to enhance the quality of customer service.

Education

11/2020-present **MEDITERRANEAN COLLEGE**

Attending Higher Professional Diploma (HPD) in Counselling and Psychology.

10/2021-present

AKMA

Certified training in the Dialectical Systemic Approach & Applications

NLPGREECE

03/2022-present Master Practitioner Certification

10/2021-2/2022 NLP Practitioner Certification

10/1994-9/1995 **UNIVERSITY of EXETER, UK**

Received MBA in International Management, September 1995. Awarded CIM Diploma degree, The Chartered institute of Marketing, England, June 1995.

9/1989-2/1994 **UNIVERSITY OF PIREAUS, GREECE**

Awarded Bachelor of Science in Business Administration degree, with distinction in Marketing (CPA 8/10).

Volunteering

- Metadrasi (safe escorting of unaccompanied minors to proper accommodation facilities). <https://metadrasi.org/en/home/>
- Mazi gia to paidi (Financed vaccines for pre-school children. Preparation of birthday cakes for the children of the kindergarten “Friends of the Child” https://filoitoupediou.gr/en_index.php)

Seminars & Certificates

- Certificate of Achievement in Person Centred Approach
- Advanced Brand Communication (ABC)
- Consumer Activation Marketing (CAM)
- Total Quality Management (TQM)
- Leadership and Empowerment

Skills

Fluent in Greek and English, elementary knowledge of French (ongoing). Proficient in Microsoft

Office, Prisma Win ERP Software, SAP, Lotus Notes.

Strengths	Excellent analytical, organizational and communication skills. Result oriented, multi-tasking, effective in team building, training, and motivating others. Merchandising expertise.
Sports / other interests	Table Tennis (Greek National Champion, Junior League 1984), Meditation, Chess, Fishing, Music (self-taught playing the guitar), Creative writing (3 novels for children and young adults).
Personal Data	Born 9 th of May 1970