

MARIA LEONTARI



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SUMMARY

A committed, results-oriented, award-winning professional with over 20 years of experience in Management Consulting and the fields of Public Relations, Strategic Communication, Governmental & Public Affairs, Issues & Crisis Management, Marketing, Stakeholders Relations and Engagement. Throughout her career Maria has been responsible for a number of clients and accounts, national & multinational, corporate and brand for both the public and the private sector. She has developed significant skills in developing and coordinating major projects, such as mergers and acquisitions, setting up companies and teams, hiring and training, rebranding campaigns, as well as policy, issues & crisis management cases and challenging 360 PR campaigns. She has also significant expertise in state campaigns, public tenders and new business pitches.

Maria holds a B.Sc. in Business Administration (double major with emphasis on International Business Management and on Human Resources Management) from the American College of Greece-Deree College, an MA in International Business Management from the University of Newcastle upon Tyne, UK and a diploma in Professional Public Relations from the American College of Greece-Deree College.

EXPERIENCE

April 2016 -
today

Communications Director, Hellenic Association of Pharmaceutical Companies (SFEE), 280 Kifissias Ave. & 3 Agrinios Str., 152 32 Halandri, Athens, Greece

Leading the public relations and communication department, responsible for creating and delivering the Organization's communications and CSR strategy and for organizing and implementing all actions regarding the communication with the members of the Association, the Media, the policy makers, the patients, the stakeholders as well as the public and private agencies. Reaching out to all audiences, serving as spokesperson and Media contact for the Association.

January 2016 –
April 2016

Group Account Director, Weber Shandwick, 2 Ydras Str. & 280 Kifissias Ave. 152 32, Halandri, Athens, Greece

Leading the group coordinating all Communication & Marketing services for the launch of the American fashion brand Forever 21 in 9 countries in Europe; being the hub for all 9 countries and responsible for strategic direction and implementation; Coordination of human resources allocation between different countries; Senior Communications & Reputation Expert; Issues & Crisis Expert; New Business pitches.

December 2013 – December 2015	Senior Communications Director, Publicom/Hill+Knowlton Strategies, 5 Xenias Str., 145 62, Kefalari, Athens, Greece Leading a group of 8 [directors, managers and junior executives], responsible for strategic direction, Senior Communications & Reputation Expert; Issues & Crisis Expert; Responsible for capability building & knowledge transfer; coaching and mentoring to ensure effective completion of projects; Marketing Management; 360o Campaigns; Corporate and Brand PR (offline & online); CSR Programs; Event Management; Digital & Social Media Campaigns; Internal Relations; Sponsorships; Media, Bloggers & Influencers Relations; emphasis on developing & maintaining business relationships with key target groups, KOLs & stakeholders. Key accounts: Bayer, GSK Pharma, Novartis, Sanofi, Nestle, Procter & Gamble, Etihad, Beiersdorf, Citibank
April 2011 – November 2013	Account Manager Healthcare, V+O Communication, 91 Michalakopoulou Str., 115 28, Athens, Greece Client service and implementation of challenging PR campaigns and communication programs for Pharma companies; Healthcare Communication; Coordination of human resources allocation between different projects; 360o Campaigns; Marketing, Corporate & Brand PR (offline & online); Public Affairs; Issues & Crisis Management and Training. Key accounts: Amgen, GSK Pharma, GSK Consumer, Teva, Sellas Clinicals, Roche, SfEE, National Organization of Medicines (EOF), EU anti-smoking campaign
November 2007 – March 2011	Project Manager, C&C International, 1A, Pierias Str., 114 51, Metamorfosi, Greece PR & Project Management; Client Service; Planning, Organizing and Implementing Internal & External Communication Programs; Corporate Social Responsibility; Media Relations; Media Planning & Buying; Budget Handling; Press Office Services; Social Media; Crisis Management; Media Training; State Campaigns & Public Tenders; New Business Development; Sponsorships. Key accounts: Ministry of Health, Municipality of Athens, Youth and Sports Association (ONA/OPANDA), National Organization of Medicines (EOF), National School of Public Health (ESDY), KEELPNO, Sanofi, GSK Pharma, Roche, TT Post Bank Green Institute
2006 – 2009 (part time)	Professor, IEK DELTA, 3 Rethymnou Str, 106 82, Athens, Greece Teaching: Public Relations, Communications, Marketing, Management, Human Resources Management; Wrote notes and gathered teaching material according to syllabus provided by the Ministry of Education. IEK Delta published the respective books.
2001 – 2007	Marketing & Communications Manager, Totsis Group of Companies S.A., 44 Panepistimiou Str., 106 79, Athens, Greece Advertising & marketing; editing in "LOGISTIS" magazine; Organizing Seminars; attending seminars as keynote speaker; Employee Relations and Compensation Issues; Recruiting; Selecting and Hiring Issues.

1998 – 2006 (part time)	Management Consultant, Totsis– Markou Law Office , 44 Panepistimiou Str., 106 79, Athens, Greece Setting up companies; Mergers & Acquisitions; Assured compliance processes and procedures within the practice; handled all Societe' Anonyms' cases; consulted on complex projects, e.g. tax issues; liaised with the Court of Justice (Evelpidwn & Riankour) and the Court of Auditors; acted as Ombudsman for several cases in Multi Member First Instance Court of Athens (Protodikeio Evelpidwn).
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EDUCATION

2006 - 2006	Diploma in Professional Public Relations , Deree College, Athens, Greece
2000 - 2001	MA in International Business Management , University of Newcastle upon Tyne, Newcastle upon Tyne, UK
1996 - 2000	B.Sc. in Business Administration (double major in: Human Resources Management & International Business) , Deree College, Athens, Greece

SKILLS

Languages: Greek (native), English (excellent); German (very good)
Computer Skills: Windows Operating System, Entersoft ERP, Roxel
Skills & Competences: Leadership; Organizational behaviour & change; People development; Well-developed managerial skills; Problem Solving ability; Advanced negotiation skills; Excellent personal and intercultural skills; Proven exposure in critical circumstances and pressure; Hard-working, Discrete, Goal-Result oriented; Team building competencies; Neuro-linguistic programming (NLP); Business acumen and commercial thinking; Ambitious; Achievement driven and passionate for creation
Interests: Literature; Travelling; Theatre; Swimming

VOLUNTEER WORK

HELLENIC PULMONARY HYPERTENSION: PR & Communication Consulting; Media Events organisation
HELLENIC SOCIETY OF CARDIOLOGY: PR & Communication Consulting; Media Relations; Presenter at the closing ceremony of the Panhellenic Cardiology Congress in 2014; Promoted EU's "Ex Smokers" Campaign
FLOGA PANHELLENIC ASSOCIATION FOR PARENTS WITH CHILDREN WITH CANCER: PR & Communication Consulting; Press Conference organisation
YGEIA GIA OLOUS (Health for all), A social initiative under the auspices of the Ministry of Health: Member of the Organizational committee; PR & Communication Consulting