

Georgios A Demetriades

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Profession: University Lecturer- GM of Planet Interactive Ltd- (A Management and Training Consultants Establishment)

EXPERIENCE

More than thirty years of extensive experience in Education and Business Practice. Areas of experience include Strategic Marketing ,Preparation of Business Plans, Hr Development ,Developing Directors & Senior Managers for Business Communication ,Developing Creativity & Entrepreneurship, Leadership and Team Building. Teaching emphasis on Strategic Marketing , Management and Consumer Behaviour .

HIGHLIGHTS OF QUALIFICATIONS

- Senior Business and Training Consultant, delivering more than 600 seminars
- Participation, as a member of the Board of Directors, of several Government and Semi Government Organizations, ie Cyprus State Fair Authority, Labour Disputes Court ,Federation of Cyprus Industries etc.
- Exemplary interpersonal, communication and analytical skills.
- Extensive experience regarding the Culture and Business Environment of Greece , the Middle East and Gulf Countries.

EDUCATION – Accreditations

Master of Business Administration (MBA), September 1973

Leeds Polytechnic-UK
Research focus: Strategic Marketing

Bachelor of Arts (BA) Honours, July 1971

National University of Athens -Greece
Economics and Legal Studies

Fellow of the British Institute of Management (FBIM)
Certified Management Consultant(CMC)

Accredited Management Consultant in Industrial Management and Strategic Marketing, of the Cyprus Institute of Technology
Accredited Consultant of the Human Resource Development Authority (EEK)

TEACHING EXPERIENCE

FORMER LECTURER OF HTI (Higher Technical Institute) - HTI is a UN and the Government of Cyprus Project providing Higher Technical Education. Human Resources Management / Business Management

1998-2006 -VISITING LECTURER - UNIVERSITY OF NICOSIA – (Intercollege)

CONSULTING EXPERIENCE

2000-Today GM Planet Interactive Ltd-A Management, Marketing and Training Consultants Firm, officially Accredited by the HRDA as KEK.

Planet Interactive is a Leading Cyprus Establishment in the field of Management Consulting and training, providing courses in :

- Strategic Marketing and Business Reengineering Processes
- Human Resource Management
- Developing Creativity and Entrepreneurial Skills
- Time Management
- Interpersonal Communication
- Developing Directors & Senior Managers for Business Competitiveness.

PARTICIPATION IN BOARDS

1990-1994 Member of the Board of Cyprus Industries Federation

1988-1993 Member of the Board of Directors of the Cyprus State Fair Authority

1988-1990 Member of the Labour Disputes Court

