

Theodosis Lapatas

Contact Details

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Objective

Develop a Director level career in the field of Digital Marketing and Business Management for market leaders and Brands that possess innovative DNA and technology in their culture.

Summary

I'm a dedicated and committed professional, a team player with extensive organizational, strategic implementation and management skills. Focusing on close cooperation and exposure to key account management, handling international contracts, partnerships, procurement, advertising agencies, affiliation and business development.

Capable to identify business opportunities, plan marketing and sales strategy. Experienced in coordinating the implementation of processes, systems and strategies, using best practice concepts within budgets.

Experience

Digital Marketing Manager at ZuluTrade

July 2019 – Today

Industry: **FinTech, SaaS**. Reporting to: **Group CEO**

Assigned to Lead ZuluTrade's Digital Marketing Desk after two years on Affiliate Desk. Commit to a plan to engage the following traffic drivers to ZuluTrade's Marketing Mix:

Search Engine Optimization (SEO) for Google, Bing, Yandex, Baidu, Daum, 360, Naver and Yahoo JP

Paid Media - Search Engine Marketing (SEM, PPC, Remarketing)

Online Reputation Management (ORM)

Email Marketing

Social Media Marketing

Content Marketing including Video

Offline, Local reps and influencers

Affiliate Marketing

My goal is to add value to all departments, including B2B, B2C, and HR, with ZuluTrade's EU marketing team efforts. At the same time plan and develop the necessary matrix to expand marketing teams at *disclosed regions*.

Affiliate Program Manager at ZuluTrade

October 2017 – Today

Industry: **FinTech, SaaS**. Reporting to: **Group COO**

Challenge: ZuluTrade's Affiliate Program drives performance and revenues for all parties involved from 140 countries Worldwide, handling one of the biggest in-house Partners and Affiliates network in the industry, with a dedicated Affiliate Desk team.

Performance: I have personally revamped ZuluTrade's Affiliate Program after implementing all necessary tactics of the strategic plan I have developed and filed to top management. Tactics include a new commercial policy for Affiliates and Partners, online Marketing campaigns (SEM+SEO) to increase Investors and Partners acquisition, Online Reputation Management and PR via Social media and forum posting, Media buy and premium placement negotiations. Optimizing onboarding processes for new partners, Creating Promotion material packs for our Affiliates and Partners, Localize product offering per market, Participate in international expos to increase brand awareness, Optimizing DevOps and many more tactics to fine-tune Operational Profits, since Affiliate desk is considered a profit center for company PnL.

Results: *Disclosed*.

Mentor – FasterCapital Venture Capital

June 2019 – Today

Industry: **Retail, SaaS, IT, FinTech**. Reporting to: **Start-up Founders and VC BoD**

Faster Capital VC located at Dubai in United Arab Emirates is an aggressive VC looking to invest to innovation and act as technical co-founder for selected startups.

I joined their pool of mentors to help startups validate their idea and grasp their Digital Marketing road map utilizing all digital acquisition channels, SEO, SM, email, Paid, Affiliates and some Growth Hack tactics that do not require huge budgets, but do require automation, coding and a lot of analysis to understand where you can find valuable data and leads. Due to NDAs I can provide more details during an interview.

Business Development Consultant at Private Consulting firm

October 2014 – Today

Industry: **Retail, SaaS, IT, FinTech.** Reporting to: **Clients GM or CMO**

I have been exposed to various industries and processes, and this combination is my biggest asset.

Area of expertise:

e-commerce, Digital and Affiliate marketing

Commercial and Property management

Key account Management and Sales development

B2B development and procurement

Digital strategy planning and implementation

Brand Management

International Sales Executive at Linkwise an Atcom Business Unit

November 2013 – October 2015

Industry: **Digital Marketing Services, SaaS, IT.** Reporting to: **Head of Partnerships**

Performance: I have personally established partnerships with key accounts like Croatia Airlines & Booking.com.

Countries - Markets: UK, Germany, Italy, Turkey, Poland, Russia and International customers of Greece. I have the full responsibility to develop and penetrate these markets, delivering double-digit growth per year.

Responsibilities:

- International Business Development. Analyzing, Planning and Implementation of Strategic Marketing and Business unit plan.
- Leading a new team for the travel vertical
- Partnership building with key accounts: Lead generation using all media (online and offline), negotiating service contracts agreements, payment terms, and every possible detail A to Z.
- Digital marketing, Loyalty and e-commerce optimization for key accounts. Efforts focused on strategy, tactics, implementation practices, creative production (Banners, vouchers, videos, coupon, and advertorials).
- Analyzing markets and competition, developing sales and marketing plan to maximize sales revenues and market penetration.

Sales Executive - Business and Partnerships Developer at Evomedica

October 2008 – November 2013 (5 years 2 months)

Industry: **Health Care / Hospital and Private Clinic.** Reporting to: **Group CEO.**

Performance: Developed company clientele by 420%, double digit annually increase in sales revenue, Key accounts added: Hygeia Hospital, Bio clinic, Y-Logimed.

Countries - Markets: Greece, Cyprus, and Albania.

Responsibilities:

- Managing a team of 8 sales rep to establish the products in the Greek market
- Developing new clientele
- Digital Marketing Campaigns
- Developed the sales and marketing plan, following up with implementation and monitoring
- P&L for a group of products and marketing budgeting.
- Procurement management – Cost reduction
- Everyday contact with manufacturers for price negotiation, delivery and payment terms.
- Editing of publications and advertisements in scientific magazines
- Organizing seminars and schooling for new products

- Key opinion leaders PR

Education

Growth Hacking Academy + Hellenic American Union

Growth Marketing, Certificate, 2018

Athens University of Economics and Business (AUEB)

Master of Business Administration (M.B.A.), Business/Managerial Economics, 2012 – 2015

National Technological University of Athens (NTUA)

Master of Business Administration (MBA), 2012 – 2015

The AthensMBA Program is based on the collaboration of two Universities in Greece, the National Technical University of Athens and Athens University of Economics & Business.

National Technological Institute of Athens (TEI)

Bachelor of Engineering (B.E.), Biomedical/Medical Engineering, 2000 -2005

Languages

English, Greek.

This section is for robots and ATS software.

Skills & Expertise

New Business Development	Product Launch	Team Management	Closing Deals
Negotiating contracts	Digital Marketing	Problem Solving	Sales Management
Product Management	Market Strategy	Loyalty building	leading teams
Brand Loyalty	P&L	Branding	Budgeting
Market Management	SEM \ SEO \PPC	Able to Multi-task	e-commerce