

## **CURRICULUM VITAE / ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ**



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### **PROFESSIONAL EXPERIENCE / ΕΠΑΓΓΕΛΜΑΤΙΚΗ ΕΜΠΕΙΡΙΑ**

- 2018-2022 Assistant Professor-Academic Grand Holder in International Hellenic University in Thessaloniki, Faculty of Economics and Administration, Department of Organisation Management, Marketing and Tourism, PHD candidate
- 2005-2018 Assistant Professor in Alexandrian Technological Educational Institute in Thessaloniki (ATEI), Department of Tourism Management
- 2016-2022 Assistant Professor in Educational Institution, Ministry of Tourism and Education
- 2016-2019 Sales Executive N. Greece for B&A Travelmaster-eHotels-transfers
- 2013-2016 Sales Executive Greece and Cyprus for Air Berlin

Vasiliki Kefalidou,  
*PhD Candidate in Airline Management – IHU*  
*Sales and Marketing Executive in Aviation, Travel Industry*

2012-2013 Sales Executive in Discover the World Marketing for Air Berlin

I had the position of Sales Executive for Greece and Cyprus in Air Berlin. The airline's flight schedule had mostly leisure destinations in Europe and worldwide. The Company had scheduled flights from more than 8 main airports in Germany and Austria to Greece and Cyprus, including Thessaloniki. My responsibility was to visit regularly the travel agents in Greece and Cyprus to push sales and increase market share in these countries. I was in charge for marketing activities, for workshops and presentations of the company's products so these could be communicated correctly to the market. I was negotiating the contracts with the travel agents always in accordance with the instructions of the Area Sales Manager. In cooperation with the Area Manager and the team of my colleagues in Berlin we were organizing the yearly Business plans for both countries and follow up their execution. The company's financial problems have led to a reduction in flights and personnel, affecting Greece as well.

2007-2010 Key Account Manager Greece for Czech Airlines, Airport office Supervisor

Starting my carrier in Czech Airlines I was in charge for Sales as an Account Manager in Thessaloniki and North Greece. The company had 4 to 7 daily flights from Thessaloniki to Prague (was depending in season) and a network mostly within Europe and USA. My job was to increase load factor as it was only 17-20%. In cooperation with the team in Athens and managerial team in Prague we manage to increase load factor on average to 80%. After 11 months as Account Manager for Thessaloniki and North Greece I took up the position of Key Account Manager for Greece as the company had scheduled flights 10 weekly from Athens to Prague. I was in charge for sales actions including contracts negotiation to keep travel agents' high revenue, serial groups materialization and marketing plans in Greece always in cooperation with the Sales and Marketing department in Prague where the company's central offices were. The restructuring of the company to proceed with privatization led to a dramatic decline in flights from countries such as Turkey, France and Greece so this led to a closure of the company in Thessaloniki first and Athens later.

2004-2005 Sales Executive Northern Greece for Discover the World Marketing (GSA for several airlines in Greece), Airport Supervisor for Azzurra Air, Czech Airlines, SAS Scandinavian Airlines

Azzurra Air based in Bergamo, Milan was a subsidiary of Air Malta and took over the flights to Milan from Thessaloniki offering code share flights with Alitalia from Thessaloniki to Milan Malpensa. I was offered the position of Sales Manager Northern Greece in the company and I was working for Discover the World Marketing GSA dedicated to Azzurra Air. I was in charge for creating and executing the sales and marketing plans for my area in cooperation with the sales team in Azzurra Air central offices in Bergamo, Milan. I was responsible for the airport and city office company's staff to properly serve 2 daily flights from Thessaloniki to Milan Malpensa. It was my responsibility to check the cash outflows to the company and the ticket sales reports along with the increase of load factor for point to point flights to 97%. The company stops flights when Alitalia started direct flights to/from Thessaloniki Milan end of 2003.

2002-2003 Sales Manager Northern Greece for Azzurra Air in Discover the World Marketing

2001-2002 Key Account Manager Northern Greece for airline Alitalia

I was offered a carrier opportunity in Alitalia as a Key Account Manager for North Greece at the offices of Thessaloniki. The company had 2 daily flights to Italy and I was in charge for sales actions with daily visits to the travel agents of Thessaloniki and North Greece. I was creating statistics files for BSP figures and load factor along with statistic files of the company's sales in North Greece. I was helping the reservation team with flights clearance and customer support plus organizing marketing actions in the area of North Greece. The crisis of 11<sup>th</sup> of September hit, forced the company to stop flights and start code share flights with another airline (Azzurra Air) in November 2001.

2000-2001 Key Account Manager for airline Alitalia in Discover the World Marketing, Airport Supervisor

1998-2000 Sales Representative for airline Alitalia in Discover the World Marketing

Discover the World Marketing is a GSA company for airlines with offices all over the world. I was working as a Sales representative dedicated for Alitalia airline in Thessaloniki's offices. The company had 1 daily flight to Rome and then 2 daily flights to Milan. I was executing the sales plans of the company and was in charge for daily sales visits program to the travel agents of Thessaloniki and North Greece. I was creating statistics files for BSP figures

and load factor along with statistic files of the company's sales in North Greece. I was helping the reservation team with flights clearance and customer support. The success of the company in North Greece led to the takeover of the N. Greece office and personnel from Alitalia directly.

- 1996-1997 Airport Supervisor for Taron Airlines (Thessaloniki)
- 1993-1998 Working for the travel agency *Splendid Travel Center* at the Department of Ticket Sales, Sales of Package Holidays, Training new employees
- 1992-1993 Working for the travel agency *Arion Tours* at the reception, Ticket Sales Department, Package Holidays department.
- 1988-1990 Organization of receptions in restaurants "Amalthia" , " Gourmet" and "Estiarchos"
- 1989-1990 Merchandiser in "Operation Center of Product Promotion"

## **STUDIES / ΣΠΟΥΔΕΣ**

- 2021 PhD Candidate of the International Hellenic University under the supervision of Dr. Kassianidis Panagiotis, Aviation Management
- 2008 Master in Tourism Management (Hellenic Open University)
- 2005 TOEIC Certificate in English Advance Level
- 2004 ECDL Core Certificate (European Computer Driving Licence Syllabus 4.0)
- 1991 Scholarship of Greek National Foundation of Scholarships at Leeds Polytechnic (England) at the department of *Leisure Studies*
- 1988-94 Diploma of School of Management and Economics, Department Of Tourism Management, Degree of Tourism and Hospitality, ATEI
- 1988 Diploma in English Level Proficiency of *Progressive*

**SEMINARS/Trainings/Επιμορφώσεις**

- 2020 «Σχολική Ψυχολογία», ΚΕ.ΔΙ.ΒΙ.Μ., Πανεπιστήμιο Μακεδονίας
- 2020 «Διοίκηση της Εκπαίδευσης», Ε.Ε.Π.Ε.Κ.
- 2020 «Εκπαίδευση Εκπαιδευτών στην Αξιοποίηση των ΤΠΕ στη Διδακτική Πράξη». Ε.Ε.Π.Ε.Κ.
- 2019 «Τμηματοποίηση της Αγοράς», πρόγραμμα εξειδίκευσης ΕΛ.ΚΕ.ΔΙ.ΒΙ.Μ.-ΕΟΠΠΕΠ
- 2019 «Αρχές Εκπαίδευσης Ενηλίκων», πρόγραμμα εξειδίκευσης ΕΛ.ΚΕ.ΔΙ.ΒΙ.Μ.-ΕΟΠΠΕΠ
- 2019 «Επιμόρφωση Εκπαιδευτικών/Εκπαιδευτών σε θέματα Μαθητείας», ΙΕΠ, Υπουργείο Παιδείας, Έρευνας και Θρησκευμάτων
- 2019 «Οι Έξυπνες Πόλεις και το Place Marketing ως εργαλεία Αναπτυξιακού Σχεδιασμού», ΕΚΔΔΑ
- 2019 «Διοίκηση Εκπαιδευτικών Μονάδων», ΕΚΔΔΑ
- 2018 «Τοπική Πολιτιστική Ανάπτυξη και ΤΠΕ», ΕΚΔΔΑ
- 2018 «Λαϊκός Πολιτισμός και Τοπική Ανάπτυξη», ΕΚΔΔΑ
- 2013 Sales Force CRM – Zoho CRM
- 2013 MIDT sales and reservations statistics
- 2007-10 Safety Security Certificate from Czech Airlines
- 2007-8 Sales Skills I,II/ Presentation Skills/ Communication Skills I,II/ Time Management / Leadership Skills (Czech Airlines, Prague)
- 2007 AMADEUS Basic / Fare quotation (Czech Airlines, Prague)
- 2003 Seminar concerning the International Commercial Relations

- between Greece and Italy
- 2002 Seminar for *Azzurra air* reservation system (CRS Kama, Astral, Sabre)
- 1998 Seminar for *Alitalia's* reservation system CRS Arco
- 1998 Seminar for *Gallileo* reservation system Basic Course
- 1995 Sales Seminar of *Austrian Airlines* for "Austrian Holidays" Packages
- 1994 Sales Seminar of *Swiss Air*
- 1993 Certificate of *Sabre Travel Information Network* for Basic and Advanced Course
- 1992 Certificate for *Amadeus Reservation System* Basic Course

## **PUBLICATIONS**

- 2021 9<sup>th</sup> International Conference on Contemporary Marketing Issues 3-5 September 2021, "Aviation industry recovery: rising confidence of air travel the key for increase the Load Factor"
- 2021 4<sup>th</sup> International Scientific Conference, Tourman 2021, "Restarting Tourism, Travel and Hospitality: The Day After", 21-23 May "Safely Navigating the Aviation Industry Recovery: the key for increase the Load Factor"
- 2007 The International Conference B.EN.A-ICAI 2007  
Alba Iulia Romania 18-20 July 2007  
"Sustainable Development in the Balkan Area: Vision and Reality"
- 2006 2<sup>nd</sup> International Scientific Congress:  
Progress in Tourism and Hospitality: Present and Future Challenges  
Thessaloniki 2006 Greece, 1-4/6 "Leadership and Motivation in a Tourism Organization".

## **SKILLS**

Pro-active, sense of responsibility, independent, customer friendly and target focused, team player, communication skills, teaching skills

Excellent public relations with the majority of travel agents (IATA and NON IATA) in Northern Greece, from previous experience

Use of BSP link, Paxis, MIDT, Statistic files creation on BSP figures

Driver's licence

Ability to travel

## **PERSONAL DETAILS**

Nationality: Greek

Date of birth: 24-02-1969

Civil Status: Married 2 children

## **LINK**

Recommendations and more details in my account in Linkendin:

<https://www.linkedin.com/in/vassiliki-kefalidou-msc-26a8917/>