DIMITRIS CHRISTODOULOU

Sports business professional, goal-orientated with demonstrated experience in the management of projects of international and local significance. A strategic thinker with analytical skills who is fully committed in providing and implementing dynamic and creative solutions to the objectives of any organization. Works well in challenging, fast-paced and deadline-oriented environments individually or as part of a team. Proficiency in marketing, business development and analysis, social media, digital strategy and IT. Experienced in B2B & B2C sales, customer service and technical support. Knowledgeable in creating detailed reports and presentations. Focused on consistent quality work and with the desire to simplify and innovate daily operations in order to help organizations meet their strategic goals

Athens, Greece

+30 6945 992 091 GRE

christodoulou.dimitrios@gmail.com

dchristodoulou.com

JOB EXPERİENCE

01/2022 - Present
Senior Manager Analytics & Business Intelligence EMEA
IRONMAN (ironman.com)

Accomplishments — Frankfurt, Germany
-Leading company's pricing methodology for several brands in the portfolio

01/2017- 01/2022
Marketing Analytics Manager EMEA
IRONMAN (ironman.com)

Accomplishments — Frankfurt, Germany
-Lead company's analytics needs by building the necessary Tableau infrastructure and reports
-Analytical approach, among other contributing factors, lead to business' record back to back sales years
-Assisted Business Development function by compiling market researches on new locations to host events

07/2014 - 12/2016
Marketing Coordinator EMEA
IRONMAN (ironman.com)

Accomplishments — Frankfurt, Germany
-Created IRONMAN's corporate brand guidelines
-Lead company's branding implementation and Media Evaluation projects
-Lead N. Americas' TriClub program adaptation to European standards and created the foundations for the European TriClub Championship Series

05/2013 - 06/2014
Official Correspondent
Mystarautograph (mystarautograph.com)

Accomplishments — Athens, Greece
-Promoted MSA and developed B2B relationships in domestic market

09/2012 - 06/2014
Sponsorship Analyst & Social Media Specialist
Sponsorvalue (sponsorvalue.gr)

Accomplishments — Athens, Greece
-Compiled detailed reports for senior managers on how sponsors and teams can optimize their sponsorship programs
-Redesigned company's website and social Media channels; added new services like newsletter & white papers
-Proposed a project that added new services to company's portfolio while enriched the existing ones

02/2012 - Present
Founder & Editor
Sportman (sportman.gr)

Accomplishments — Athens, Greece
-Designed & created the first web-portal in Greece for sports business news and analysis

07/2011 - 6/2014
Official Correspondent
Association Européenne de Football Corporatif (aefco.com)

Accomplishments — Athens, Greece
-Promoted AEFCO and developed B2B relationships in domestic market

09/2011 - 12/2011
Social Media Manager & "Kids' Run" Coordinator
Athens Classic Marathon (athensclassicmarathon.gr)

Accomplishments — Athens, Greece
-Created & implemented the social media strategy which increased membership, visibility & traffic across all Athens Classic Marathon's (ACM) social media channels by 72%
-Managed the organization, logistics, execution & quality control of "Kids' Run"

05/2007 - 12/2007
Computer Engineer/Technical manager
SBCS TECHNOLOGIES S.A. (sbcs.gr)

Accomplishments — Athens, Greece
-Facilitated & increased successful Internet connections & related applications for new customers by 30%
-Re-designed & restructured company's IT department which contributed to improved communication & distribution of information among peers & the rest of the company. Project completion led to a 50% decrease on customer's waiting time

04/2011 - 8/2011
Team Sales Consultant
Topsport (topsport.gr)

Accomplishments — Volos, Greece
-Increased client base by 15%

04/2003 - 07/2003
Sorting Packages Junior Manager
ACS S.A. (acscourier.net)

Accomplishments — Athens, Greece
-Mail / Correspondence management & distribution of domestic courier shipments

02/2008 - 12/2008
Freelance Computer Engineer
Computer Engineer

Accomplishments — Athens, Greece
-Offered computer services to over 100 clients

EDUCATION

02/2009 - 03/2010
Master in Sports Management & Management
IE Business School (ie.edu)

01/2006 - 01/2006 (Erasmus)
Bachelor in Electronic & Computer Systems Engineering
Universitat Politècnica de València (UPV) (upv.es)

02/2002 - 05/2008
Bachelor in Electronic & Computer Systems Engineering
Technological Educational Institute of Piraeus (teipir.gr)

SKILLS & COMPETENCES

LANGUAGES

Greek (Native) | English (Fluent) | German / Spanish (Beginner)

INTERESTS

Sports | Science | Technology | Travels | Video Games | Reading | Sustainability