**LEONIDAS KORONAIOS**

**IDENTIFICATION**

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Senior Sales & Operations professional.

I have managed to sell more than 500M Euros in FMCG products and Services.

My strong leadership skills and team work drive my success.

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**SKILLS**

**LANGUAGES**

**COMPETENCIES**

* English
* French
* Leadership
* Target oriented
* Communicative
* Responsible
* Analytical
* MS Office
* Presentation skills
* SAP
* PMS
* SPACEMAN

**ACHIEVEMENTS**

* Retail Sales and Territory Growth Development
* Organizational Leadership
* B2B Sales growth
* Multimillion EURO Negotiations
* Strategic Market Positioning and Market Data Analysis
* Marketing Excellence

**EDUCATION**

**Master Sc of Economics (MSc)**  
London School of Economics and Political Science (LSE),

London, UK

Sep 1983 –

Dec 1984

Sep 1980 –

Jul 1983

**Bachelor of Business Administration (BSA)**   
DEREE COLLEGE, Athens, Greece

Sep 1980 –

Jul 1983

**Advertising Design Diploma**   
CEAC, Barcelona, Spain

Sep 1974 – Jun 1980

**High School Diploma**   
SAINT PAUL, Piraeus, Greece

**WORK EXPERIENCE**

**Chief Operations Officer**  
**NAF NAP Ltd** – Food Services – Piraeus, Greece

* Support Managing Director on an operational basis with all the functions activities related to the company and I supervised the brand’s guidelines.

Jul 2021 –

Oct 2021

Apr 2019 –

Oct 2019

**General Manager**  
**ERMIS ASSISTANCE PLUS** – Consumer Services – Athens, Greece

* Support Managing Director on an operational basis with all the functions activities related to the company and I supervised the brand’s guidelines.
* I worked on expanding the business, both on and offline to help achieve the organization’s commercial goals.

**Sales & New Business Development Manager**  
**EUROP ASSISTANCE SA** – Consumer Services – Athens, Greece

* Hold P&L and budget responsibilities.
* Provide cross-functional team training, coaching and mentoring.
* Increase by 25% ROI every year.

Jul 2013 –

Feb 2019

Jan 2011 –

Jan 2013

**Co-Founder & Commercial Director**  
**ENTOS ELLADOS LTD** – Retail – Athens, Greece

* Oversee all sales and business development of Start-up Company.
* New product rollouts, customer relationship development, order fulfilment.

Sep 2009 –

Dec 2012

**Commercial Director**  
**MEDITERRA SA (mastihashop)** – Retail – Athens, Greece

* Manage all sales and business development functions, including new product rollouts, key account management, customer relationship development, contract negotiations and order fulfilment.
* Hold P&L and budget responsibilities. Direct network of district sales managers and marketing associates located throughout Greece.

Jan 2003 –

Jul 2009

**Sales Director**  
**MINERVA SA -** Edible Oils & Food Enterprises – Athens, Greece

* Managed a function of 73 people and 30 independent resellers.
* Total annual sales exceeding €120M.
* Responsible for channel sales development, new market identification and penetration, financial channel management and large-scale contract negotiations. Monitored operational performance, to ensure alignment with corporate profit goals.

May 1996 –

Dec 2002

**Trade & Retailer Services Sales Manager**  
**NIELSEN SA** – Information Technology and Services – Athens, Greece

* Manage retailer portfolio of services as a new function locally and all over EUROPE.
* Facilitated sales training for account representatives, developed new sales programmes and acted as liaison between retailer channel and manufacturer sales organisation.
* Increased territory sales by 100% in 1998. Promoted after one year to Regional (South Europe) Sales Manager.

Jan 1989 –

Apr 1996

**Sales Manager**  
**L’ OREAL SA** – Cosmetics – Athens, Greece

* Built, develop consumer sales division for products under the sign of GARNIER brand.
* Increased territory sales by 25% every year.
* Working 3 years in L’OREAL headquarters (Paris) as Key Account Manager for CARREFOUR and LECLERC retail chains.

**Sales Executive**  
**CREDIN LTD** – Food Production – Piraeus, Greece

* B2B sales growth by 15% per year
* 10% growth of new business
* Launch MORFAT range of products in retail chains.

Jan 1986 –

Dec 1988