

# Curriculum Vitae - George Poutos

## Personal Data

**Date of Birth :** 28th February 1973

**Place of Birth :** Ottawa, Canada

**Nationality :** Greek

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## Summary

A Senior Executive with extensive hands-on and team-leading experience, who pursues results and adds value, by combining creative & analytic thinking, employing excellent presentation & communication skills both in Greek & English and exploiting a diverse business & technology understanding

## Professional Career

**Jukebooks (Antenna Ekdotiki Epichirisi Vivlion IKE), Athens**

**Oct 2021 – Jun 2025**

**Co-Founder and Managing Director**

**Antenna Group of Companies**

Company size, 50 people

- ▶ Growing the business and the market at an increasing pace in line with original expectations
- ▶ Successfully launched the start-up, from conception to realization, supervising all aspects from location and studio construction to staffing, procedures, organogram, reporting, accounting etc.
- ▶ Managed over 250 people during launch phase
- ▶ Negotiated win-win contract terms with over 120 narrators (actors, singers, other vocal talents), presenters, journalists
- ▶ Project Highlights:
  - Content
    - Secured exclusive distribution rights for international Best Sellers including Harry Potter, Dune, Cloud Atlas
    - Pitched, Negotiated and partnered with over 30 leading publishers of the Greek Book Industry.
  - Production
    - Developed an audiobook production BU that produces high quality audiobooks faster and cheaper than any competitor or international benchmarks.
    - Produced 300 audiobooks in just 6 months and added another 400 in the first year
    - Pioneered Audiobook AI production and released the first ever Greek Audiobook narrated 100% by AI
  - Distribution. Best in class international white-label application. 4.8 stars application review
  - Communication
    - Substantial 360 Marketing plan across ATL, BTL and Digital, fully exploiting Antenna Group synergies.
    - Launched own authors interviews series on YT.
    - Participated in two international book fairs.
    - Achieved market awareness of 41% in just 8 months
  - Customer Acquisition & Retention. 10.000 active listeners after 1 year, NPS 78, Over 1 million listening hours
  - Surpassed every target set for Year 1
  - Defined the market. 4x more google searches for JukeBooks than audiobooks or competition

Acknowledgements:

- ✓ 1<sup>st</sup> Audiobook platform to participate in the Thessaloniki International Book Fair 2022
- ✓ Guest speaker at the Limassol International Book Fair in Cyprus 2023
- ✓ Guest Case study presenter at the Sharjah International Book Fair 2024

**Netcompany / Intrasoft S.A., Athens**

**Apr 2019 – Oct 2021**

**Digital Development Manager**

**Enterprise Solutions Business Unit**

- ▶ Researched, Evaluated and Proposed new digital solutions
- ▶ Supervised and submitted Technical Proposals & RFI, RFP Responses
- ▶ Presented solutions to clients Top-management
- ▶ Digital Products Presentation Expert

**Cosmote Telecommunications S.A., Athens**

**Mar 2014 – Mar 2018**

**Deputy Director of e-Commerce**

**Digital Transformation Department**

Commercial and Product management of the main eCommerce channels and apps. Managed 20 People in 3 teams.

- ▶ Raised Cosmote Digital Channels Transactions Share from 1.8% to 11% of Total business
- ▶ Launched Germanos.gr generating 4% of total business revenue (€80m) in 1 year with parity pricing to outlet network
- ▶ Created the Performance Marketing Department that enhanced the optimisation of a €4m Annual Budget
- ▶ Technical projects supervision for the above
- ✓ Acknowledgements: e-Volution Awards 2016 - 7 awards, e-Volution Awards 2018 – 5 awards

**Online Services & 11888 Section Manager** **Value Added Services & New Business Development Department**

Commercial and Product management of Cosmotebooks.gr and 11888. Managed 10 People in 2 teams.

- ▶ **Cosmotebooks.gr:** No 1 app for Greek ebooks and the largest Greek online store for books with 1.5m available titles
  - ⊙ Doubled annual turnover twice back to back (€2.5m, 2016)
  - ⊙ Devised and launched the pickup delivery method from 500 locations in 3 months
- ▶ **11888:** Telephone and digital Directory Service. €15m annual turnover
  - ⊙ Led the digital transformation of the service from Telephone to Digital with full Budget/Revenue responsibility
- ✓ Promoted to Deputy Director in 18 months

**Xe.gr (Chrissi Efkeria Group), Athens** **Jun 2012 – Feb 2014**  
**Business Development Director & Head of Marketing** **Reporting to the CEO**

Member of the Company Executive Committee. Managed 5 People.

- ▶ Optimized digital product portfolio and introduced new premium products and maintained top SEO rankings
- ▶ Doubled digital advertising revenue in 1 year
- ▶ Rekindled interest in the XE newspaper with new cover page strategy
- ▶ Company-wide Technical Projects Prioritization responsibility
- ✓ Acknowledgements: E-Volution Awards 2013 - Best Mobile App award

**Public Retail stores (Publicworld S.A., Athens)** **Apr 2010 – Feb 2012**  
**Head of Digital** **Reporting to the CEO**

Developed the website that became a reference for Greek eCommerce excellence in just 2 years.

Managed 15 People in 3 teams.

- ▶ Jump-started digital revenue growth from 0 to €4.3m annual turnover in 2 years
- ▶ Successfully maintained digital marketing in-house, optimizing 300 ad groups and 1.7m keywords daily, steadily reducing Cost per Click and increasing Conversion Rate for 18 consecutive months
- ▶ Automated operations, immediately increasing daily order capacity from 50 to 300 orders per day and to 2.500 over time.
- ▶ Increased Facebook followers from 8k to 80k in 6 months, reaching no 4 Greek page ranking
- ✓ Acknowledgements: e-Volution awards 2012 - eCommerce excellence award

**Business Consultant (Self-Employed)** **Sep 2008 – Mar 2010**  
**easyCruise, Athens** **Jul 2007 – Mar 2008****Marketing & e-Commerce Manager, Southeast Europe** **Reporting to the Chairman and the CEO**

Unique Greek Islands cruise concept by Sir Stelios Haji-Ioannou. Managed 3 people. Member of the Management team

- ▶ Assisted in the setup of the Greek company. Eg. Procedures and processes, office location selection, branding
- ▶ Acquired extensive knowledge & hands-on experience on Google Search & Display Advertising (€1.5m Budget) & SEO

**Leo Burnett S.A., Athens** **Mar 2004 - Jul 2007**  
**Senior Account Director / Marketing Consultant** **Client Service Department**

Accounts: Kellogg Company (Greece & Cyprus), Procter & Gamble, Samsung, Ferrero Company. Managed 8 people.

- ▶ All Clients Business objectives achieved every year
- ▶ Supervised the production of over 25 local TV Commercials, numerous international adaptations, radio and print ads
- ✓ Acknowledgements: Ermis Awards 2004 - TV Campaign series award

**EFG Eurobank S.A., Athens / EFG e-Solutions S.A., Athens** **Jul 2000 - Mar 2004**  
**eBanking, eCommerce Marketing Manager / Group Digital Marketing Specialist** **Commercial Department**

- ▶ Generated €255k annual eCommerce revenue, a record for eMall earnings at the time
- ✓ Acknowledgements: Ermis Awards 2003 - Web campaign & Best e-commerce site awards

**Brand Manager Open24.gr / Group Digital Marketing Specialist** **Commercial Department**

- ▶ Successfully launched the brand with a campaign that registered 15.000 users in the first week (a record at the time)
- ✓ Acknowledgements: Digital Awards 2001 - i-Marketer of the year & i-Strategist of the year

**Metaxa S.A. (I.D.V. Greek Subsidiary), Athens** **Jul 1996 - Jun 1998**  
**Assistant Brand Manager - Smirnoff & Smirnoff Mule** **Marketing Department**

- ▶ Part of the team responsible for the €2.3m Marketing Plan & Activities for 2 of the top spirit brands at the time

**Advertising & Promotions Budget Controller** **Financial Planning Department****Education**

**MSc in Decision Sciences**, University of Westminster, UK **Sep 1995 - Dec 1997**

**BA Economics / BSc Computing & Information Systems**, London Guildhall University, UK **Sep 1992 – Jun 1995**

**Hobbies**

- ▶ Technology, Sports, Books, Music, Travel