

*** Short CV**

Nikos Vogiatzis was born in 1964 in Pretoria, South Africa. His first degree is in Marketing Management, from Deree College. Further, he holds an MBA in Marketing from the University of Cardiff, Wales. Since 1990, he has been working for FMCG Food Companies like Knorr Bestfoods Hellas. In January 2006, he was hired as Marketing & Activation manager for the Out of Home business Unit of Unilever Greece (Unilever Foodsolutions). Two years later, in 2008 he moved and joined the ice cream business, of Elais Unilever. Since then he has been responsible for the launching of Ben & Jerry's in the Greek Market.