

KRYSTALLIA E. SYRIGOU

CURRENT OCCUPATION

Research Work

Ph.D. Researcher at Management Science Laboratory in the Department of Management Science and Technology of Athens University of Economics and Business.

Researching - Service Quality Management in the luxury hotel industry.

PROFESSIONAL EXPERIENCE

TÜV Rheinland

2007-2008 **Business Consultant** *Athens, Greece*

- ❑ Actively participated in the task of recording, through sampling, the characteristics and operational condition of tourist accommodation in Greece.
- ❑ Prepared the questionnaire for the implementation of the sampling recording of one thousand hotels at various locations throughout Greece.

COM6 CRM Software Company

2000-2001 **International Marketing Director** *Paris, France*

- ❑ Participated in the development and implementation of the Company's International Marketing strategy, the ultimate objective being company expansion in major countries of the European Union.
- ❑ Ran all promotional actions in target-countries.
- ❑ Managed and coordinated all local Marketing teams in individual countries.

ANDROMEDA – Small Luxury Hotel Chain

1997-1999

1998-1999 **Sales and Marketing Director** *Athens, Greece*

- ❑ Managed and trained the entire sales team.
- ❑ Implemented company pricing policies and assessed/monitored customer satisfaction.
- ❑ Achieved an average annual sales increase of 55%.

1997

Sales Executive

- ❑ Developed a strong administrative capacity and sense of teambuilding.
- ❑ Developed sales and marketing strategies through seeking and locating new activities and potential new markets.

MATILDA HOTEL (Zakynthos, Greece)

- 1996 **Sales Executive** *Main Athens Administration*
- ❑ Appointed head of the Corporate Sector, as well as travel agencies, managing the entire area of sales.
 - ❑ Designed and implemented an active and dynamic marketing policy, resulting in a 60% low-season occupancy increase.

AMARILIA HOTEL

- 1995 **Director of Reception & Guest Relations** *Athens, Greece*
- ❑ Appointed head of individual, corporate and group bookings, as well as special requirements; supervised all payments and transfers.

LEFKES VILLAGE

- 1994 **Director of Reception & Guest Relations** *Paros, Greece*

EDUCATION

- 1.2000-12.2000 **École Supérieure de Commerce de Paris – École des Affaires de Paris** *Paris, France*
International MBA
- 1993 **Technical University of Ilmenau** *Ilmenau, Germany*
Erasmus studies
- 1989-1993 **Technical Educational Institute (TEI) of Larissa** *Larissa, Greece*
Degree in Tourism Business Administration

ADDITIONAL INFORMATION

- ❑ Languages: Greek: Mother tongue
 English: Fluent
 French: Very good
 German: Working level
- ❑ Seminars: IATA Standard Diploma (Hatta, Athens, Jan. 1999)
 Hatta Sales Diploma (Hatta, Athens, Jan. 2000)
- ❑ Marital status: Married, 3 children
 Date of birth: 26.01.1970