

2.2 AIRLINE MARKETING WORKSHOP

“Sounding the Future”

Wednesday, February 22nd, 2023

MODERATOR OF THE CONFERENCE



Mr. Thodoris Georgakopoulos, Journalist & Author

Thodoris Georgakopoulos is a writer and journalist. He is the editorial director of diaNEOsis, an independent non-profit think tank in Athens. He is also a columnist at Greek daily Kathimerini, and has written for major Greek and European magazines, newspapers, and websites. He primarily writes about politics, public policy, science and technology. He is the author of five books.

MODERATORS



Mrs. Ioanna Papadopoulou, Director, Communications & Marketing, AIA

Ioanna Papadopoulou, after obtaining Degrees with Honorary Distinctions in Philosophy, Psychology and Political Sciences from the University of Athens and Panteion University respectively, obtained her MSc in International Studies, Economics & Marketing, from the University of Athens, specializing on European Economics and Diplomacy, as well as a Diploma of Air Transport Studies from Cranfield University, UK and a Diploma of Strategic Marketing from Cornell University, USA.

She started her career with the Hellenic Civil Aviation Authority. In 2001 she joined the Ministry of Transport and Communications as an advisor on Civil Aviation issues and she held the position of the CEO of Olympic Airways-Services SA from December 2003 up to May 2006. From May 2006 up to September 2009 she worked for the Hellenic Civil Aviation Authority as the Chief Negotiator/Senior Expert on Bilateral Air Services Agreements and International Relations.

As of October 2009, Ioanna Papadopoulou is the Director, Communications & Marketing at Athens International Airport.

Ioanna has been presented with the “Woman of the Year” award by the Air Transport News in 2014, has been elected as the Chairperson of the Hellenic Aviation Society (June 2016 – January 2019) and is a member of the Editorial Board of the Journal of Airport Management since January 2018, a member of the Supervisory Board of the aviation-event (International Media & Network Platform) and a member of the External Advisory Committee – University of the Aegean, Department of Tourism, Economics & Management.



Mr. Nikolaos Iosif, Manager, Airfield Services, AIA

Nikolaos (Nikos) Iosif holds a MEng Degree in Engineering Manufacture & Management from UMIST, UK and an International MBA with specialization in Transport & Logistics from Athens University of Economics & Business (AUEB). He has graduated from FlightSafety International, USA, as a Commercial Pilot, while currently holds an EASA CPL(A) licence with ATPL(A) credit theory. Nikos is also a graduate of the ACI-ICAO Airport Management Professional Accreditation Programme (AMPAP). Before joining Athens International Airport (AIA) in 1999, he has worked as Assistant Air Traffic Controller in the Hellenic Air Force (HAF), as a Radio Navigator & Flight Liaison Officer in fire-fighting helicopters, as a Flight Steward and as a production engineer in the offshore industry. During his term in AIA, he held various positions. Initially, he worked as Project Engineer in the Airport Air Navigation Equipment (AANE) Team during the airport construction and upon airport opening, he assumed the duties of Senior Supervisor of the Airport Services Operations Center (ASOC). In 2003, he was appointed Head, Ground Handling Services & Concessions, being the Project Leader for the Airport's Olympic Games Venue Operations Centre (OVOC) and the new General Aviation Facility (GAF). In 2005, he was appointed Airport Duty Officer (ADO). Since 2014, he assumed the duties of Manager, Airfield Services, encompassing the functional areas of Airside Operations, Aviation Scheduling & Planning and ASOC. He is the assigned A-CDM Project Manager for AIA, while currently leading AIA's SESAR Deployment and SESAR R&I projects. Nikos has co-chaired the "Airport-Network Integration Task Force (APTI-TF)", representing ACI-Europe under the Network Directors of Operations (NDOP) of the Network Manager (Eurocontrol), while also being a member of NDOP's Airport Operations Team (AOT). As of April, Nikos will be assuming his new duties as Manager Operational Compliance & Transformation

SPEAKERS

Mr. Rafael Schwartzman, Regional Vice President, IATA



Mr. Jiri Marek, CEO, Air Serbia

As of January 2022, Jiri Marek has been appointed Chief Executive Officer of Air Serbia. Jiri joined Air Serbia in July 2019 to lead the Commercial and Strategy department during the airline's ambitious growth plan to become the leading regional carrier in the Balkan region. Under his leadership, network expansion and commercial transformation delivered record-breaking results. By the end of 2019, the annual passenger count stood at 2.8 million, and continued with double digit growth in the first two months of 2020. During the pandemic, Air Serbia has continuously outperformed aviation industry averages, reacting promptly to new market opportunities. Before joining Air Serbia, he held a senior management position in the strategy department at Alitalia, where he oversaw the re-positioning of the company in alliances and the global expansion of the company's virtual network through new and deeper partnerships and joint ventures. In parallel he initiated, designed and implemented Alitalia's "Smart Revenue" strategy, by re-shaping ancillary products in a modern merchandising style, and through a retail approach, bringing the airline closer to dynamic offers and personalization as the inevitable next step. Jiri's 20 years in the aviation industry have included executive roles such as Executive Director Sales and Distribution at LOT – Polish Airlines, CCO and Board Member of Czech Airlines and several managerial positions in Malev, where he started his aviation journey. He played an active role representing those airlines in each of the three major aviation alliances – Oneworld, SkyTeam and Star Alliance. This gave him a broad vision of the global challenges facing the industry. Jiri's personal goal and motto is "Value Evolution", as he believes that the way an airline's product distribution is currently organized is "from the stone age" and needs to significantly evolve. Jiri is a strong believer and follower of new technologies being applied in the aviation industry.



Mr. Robert Chad, Area Manager for France, Belgium, The Netherlands and Southern Europe, IATA

Robert CHAD, 48 years old and a graduate of the Sorbonne University in Paris, France has joined IATA in July 2017. Based in Paris, he is responsible for the area covering France, Belgium, The Netherlands & Southern Europe.

Robert's responsibilities include IATA's development in these countries, as well as serving as the primary point of contact for these markets on all industry-related issues, including products and services, and the implementation of the European strategy. The latter is articulated around advocating on behalf of the industry on issues such as competitiveness, safety, security, environment, and social.

Prior to joining IATA, between 2012 and 2017, Robert served as Etihad Airways' General Manager France & Spain, supervising the airline's development on both these markets, and as General Manager Sales for Abu Dhabi in the United Arab Emirates from 2008 to 2012.

Robert's extensive experience in the industry also includes 10 years at Air France-KLM in the Gulf (Saudi Arabia and Dubai), where he last served as Country Manager for UAE.



Mrs. Angela Gittens, former Director General, ACI World

Angela Gittens served as Director General of Airports Council International (ACI World) in from March 2008 to her retirement in June 2020. She was formerly airport CEO for Miami and Atlanta and deputy at San Francisco International Airport. In other previous roles, Gittens served as Vice-President, Airport Business Services for HNTB Corporation and Vice President at TBI Airport Management, she oversaw the transition to private ownership of London Luton Airport.

Gittens has served on numerous aviation industry boards and committees including the FAA Management Advisory Committee and the Board of Directors of JetBlue Airways.

Since her retirement, she serves as Chair of the board of Schiphol USA which governs the operator of Terminal 4 at JFK Airport (JFK International Air Terminal).

She was the 2021 recipient of the Downes Award, the highest honor given by ACI-NA and she is a 2023 inductee into the U.S. National Aviation Hall of Fame, the first airport professional to be so recognized.



Mr. Arthur Snell, Former British High Commissioner to Trinidad and Tobago & Former Assistant Director for Counter-Terrorism at Foreign and Commonwealth Office

Arthur Snell worked in the British government from 1998 - 2014 in a range of intelligence and diplomatic roles. He served overseas in Zimbabwe, Nigeria, Yemen, Iraq and Afghanistan, before becoming the British High Commissioner (Ambassador) to Trinidad and Tobago in 2011. His work has encompassed counter-terrorism operations, countering violent extremism, state-building and stabilisation missions, as well as bilateral and multilateral diplomacy. Since 2014 he has worked as a consultant and adviser to governments, international organisations and corporations on geopolitical and security issues. Arthur is the creator and host of Doomsday Watch, a top-20 UK political podcast and is a regular commentator on UK and international media. His book on British foreign policy, How Britain Broke the World, will be published by Canbury Press in June 2022.



Mr. Gerd Leonhard, Futurist, Humanist, Author of "Technology vs. Humanity", CEO of The Futures Agency

"People, Planet, Purpose and Prosperity." That is Gerd Leonhard's motto. And as one of the leading futurists worldwide, having presented at hundreds of leading conferences and events over the past 20 years and worked with the likes of Microsoft, NBC, Visa, Google, the European Commission, Audi and IBM, just to name a few, Gerd's had the opportunity to influence and inspire Millions to "imagine and create a better tomorrow." Which led to him being named to Wired UK's 100 Most Influential Europeans in 2015. Update: have a look at Gerd's 2020 Virtual Keynotes.

As an early voice on the dangers of unregulated 'big tech' and exponential growth and the bestselling author of Technology vs Humanity: The Coming Clash Between Man, Gerd's built a storied reputation as the go-to keynote speaker and thought leader when it comes to digital ethics, human-centric technology, and the need for a new form of capitalism. Here you can take a look at Gerd's speaking topics.



Mr. Luigi Cabrini, Chairman of the Board of Directors of the Global Sustainable Tourism Council (GSTC)

Luigi Cabrini is the Chairman of the Board of Directors of the Global Sustainable Tourism Council since 2014.

Mr Cabrini led several initiatives on sustainable tourism at global level, focusing his activities on tourism and climate change, tourism and biodiversity, observatories for sustainable tourism, the green economy, tourism and heritage and global partnerships. He was the Director of the UNWTO (World Tourism Organization) Sustainable Tourism Programme, Director for Europe and Secretary of the General Assembly and Executive Council. From 2014 to 2018 he was an Advisor to the Secretary-General of the UNWTO.

Before joining the UNWTO he has been engaged during 20 years in United Nations programmes for development and for protection of refugees, in Guatemala, Mexico, Somalia and Pakistan. He was UNHCR Representative in Poland and Spain.

Luigi Cabrini is fluent in Italian, English, French and Spanish and has basic knowledge of Russian and Polish. He is the author of various articles and papers.

The Global Sustainable Tourism Council (GSTC) is an international partnership with the aim of fostering increased knowledge and understanding of sustainable tourism practices, promoting the adoption of universal sustainable tourism principles and building demand for sustainable travel. At the heart of its work are the Global Sustainable Tourism Criteria for the Industry (Hotels and Tour Operators) and for Destinations.



Mrs. Alexia Panagiotopoulou, Head of Strategy, Athens Development & Destination Management Agency (ADDMA)

Alexia Panagiotopoulou specialises in strategic planning, destination management and marketing strategies. Her professional experience includes the strategic planning for the Athens Development & Destination Management Agency as Head of Strategy, setting up the Mythical Peloponnese DMO as Head of Destination Marketing, and managing the first Convention Bureau in Greece as MICE Director at the City of Athens Convention & Visitors Bureau. Her CV includes building communication strategies for the EU Commission's DG COMM and Qwentes Kantor in Brussels, and communication strategies at the Botsis Foundation of Journalism in Athens. She holds a Law degree from France and a Masters in EU & International law from Belgium. She speaks Greek, English, French and Spanish.



Mrs. Maria Kapralou, Supervisor, Passengers & PRM Handling, AIA

Experienced assistance services manager with more than 20 years of overall experience in the Aviation Industry. Maria has participated in the startup team in 2007 of Athens International Airport and since then she is responsible for the on-ground assistance services provided to persons with disability and/or reduced mobility. Skilled in Disability Awareness Training as well as in Services and Infrastructures' Accessibility, she is a Certified trainer. She is a candidate Student in Master of Science (MSc), Tourism Policy and Strategic Destinations Management in the University of the Aegean, a holder of AIA mBA from Athens Laboratory of Business Administration (ALBA) and a holder of Law Degree from National & Kapodistrian University of Athens.



Mr. Dimitrios Vassilakis, President of Jazz Democracy NPO – Artistic Director & Founder of RIJF

Dimitrios Vassilakis an internationally acclaimed Greek saxophonist, vocalist, composer and educator with 4 award-winning albums for historic jazz label Candid Records. Appeared all around the globe, notably in New York at Dizzy's Club - Jazz at The Lincoln Center, Birdland, Yale, Natural History Museum DC Smithsonian Institute, Jazz Showcase, Onassis Cultural Centre, London Jazz Festival Ronnie Scott's and major festivals.

Taught at Yale, Queens, Skidmore, Columbia, DePaul, Georgia Tech, Paris Conservatoire, Singularity, Aristotle and Macedonia Universities, since 2017 researcher and adjunct faculty at the Athens University. Played/recorded with jazz greats: David Liebman, Jeff «Tain» Watts, Abdullah Ibrahim, Ralph Peterson, Marc Johnson, Essiet Essiet, Dave Kikoski, Dan Wall, Andy Sheppard, Adam Nussbaum, Benito Gonzalez, Jamie Cullum, Espen Berg.

Presented his concept "Jazz Democracy" at the United Nations New York for International Jazz Day 2018. Presenting conferences, educational programs, and performances on his research in jazz, artificial intelligence and robotics at the Megaron – Athens, in collaboration with Georgia Tech Atlanta, Athens University and Democritus research center.

Founder/director of Rhodes & South Aegean International Jazz Festival in sisterhood with Bodrum & Ankara Jazz Festivals.



Dr. Constantinos Daskalakis, Professor of Electric Engineering & Computer Science, MIT

Constantinos (aka "Costis" with an accent on 'i') Daskalakis is the Avanesians Professor of Electrical Engineering and Computer Science at MIT. He holds a Diploma in Electrical and Computer Engineering from the National Technical University of Athens, and a PhD in Electrical Engineering and Computer Science from UC Berkeley. He works on Computation Theory and its interface with Game Theory, Economics, Probability Theory, Machine Learning and Statistics. He has resolved long-standing open problems about the computational complexity of Nash equilibrium, and the mathematical structure and computational complexity of multi-item auctions. His current work focuses on multi-agent learning, high-dimensional statistics, learning from biased and dependent data, causal inference and econometrics. He has been honored with the ACM Doctoral Dissertation Award, the Kalai Prize from the Game Theory Society, the Sloan Fellowship in Computer Science, the SIAM Outstanding Paper Prize, the Microsoft Research Faculty Fellowship, the Simons Investigator Award, the Rolf Nevanlinna Prize from the International Mathematical Union, the ACM Grace Murray Hopper Award, the Bodossaki Foundation Distinguished Young Scientists Award, the ACM SIGECOM Test of Time Award, and the FOCS 2022 Test of Time Award.
